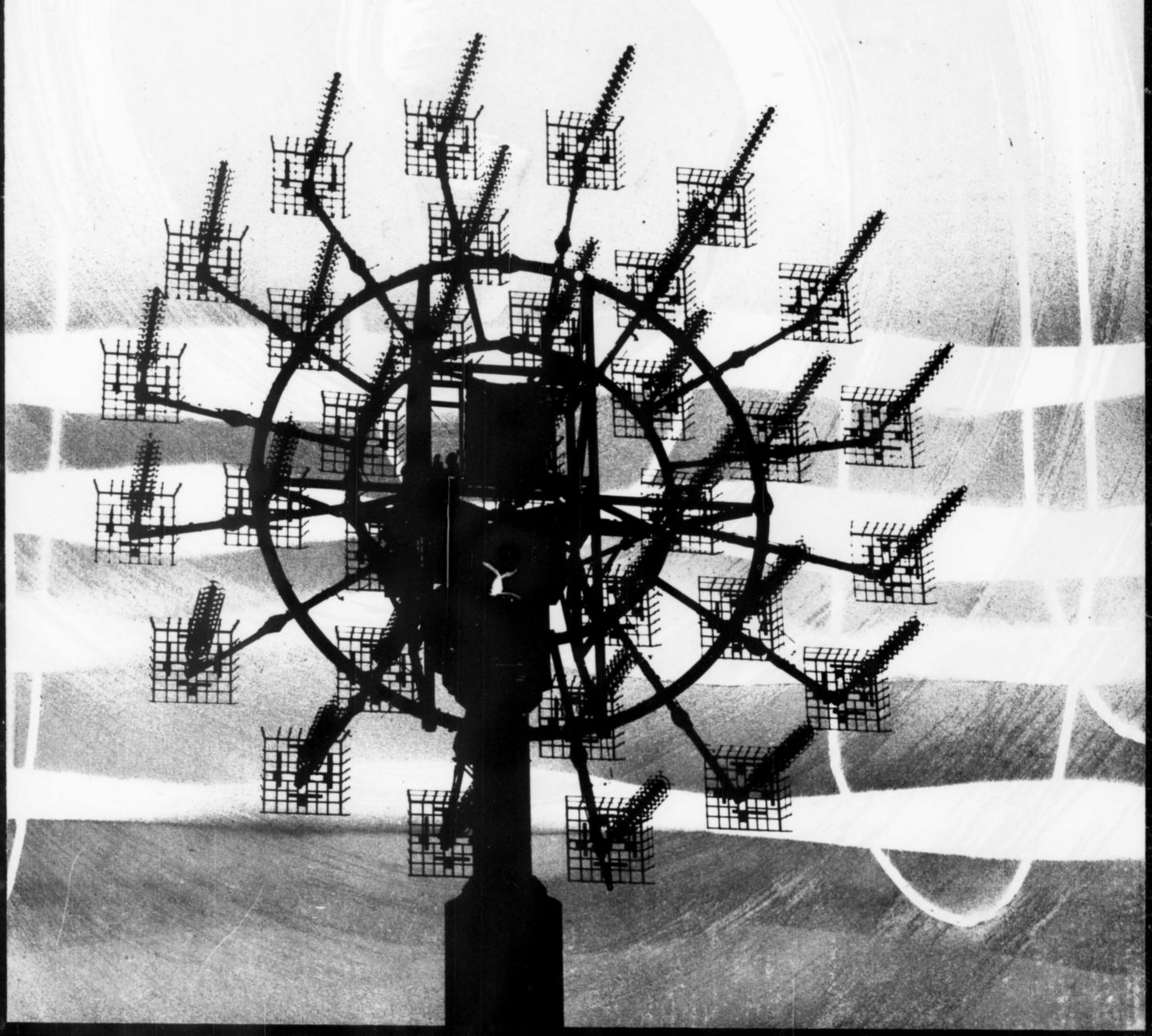
The UNESCO Courier

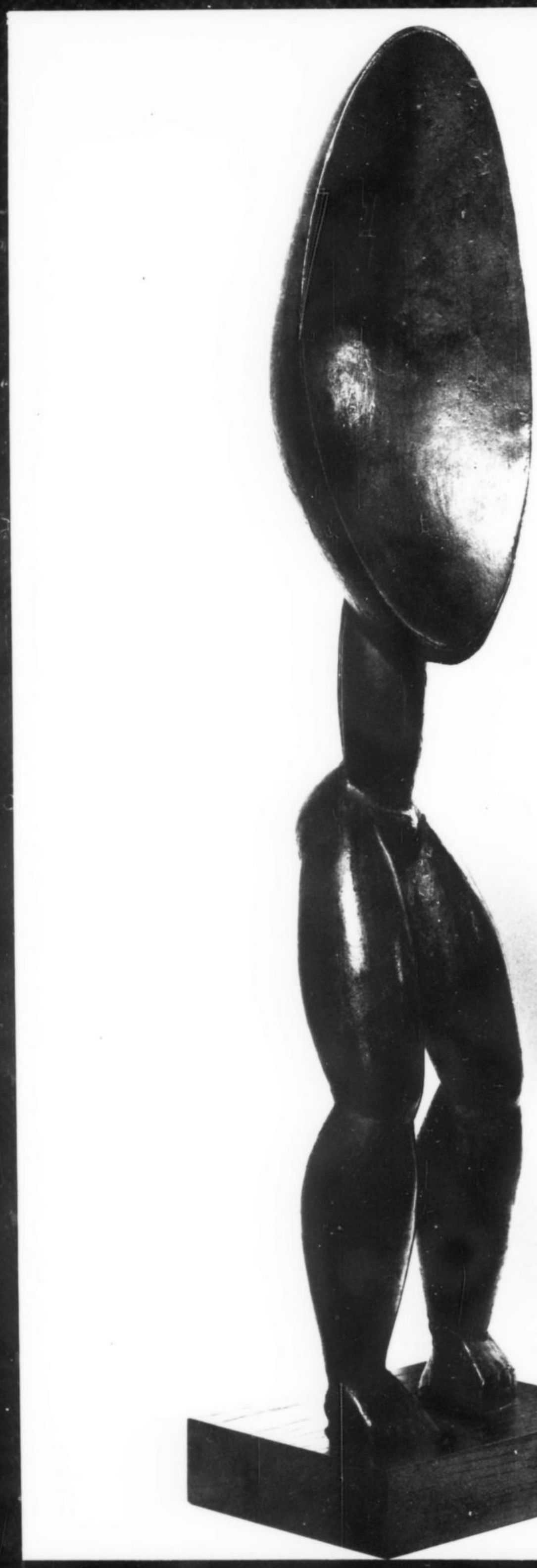
A window open on the world

April 1977 (30th year) 2.80 French francs

A world debate on information

FLOOD–TIDE OR BALANCED FLOW?





TREASURES OF WORLD ART

119

Ivory Coast

Rice-spoon fit for a queen

This hardwood "statuette" (56 cm high) is actually a rice-spoon, a striking example of a simple household utensil transformed into a graceful work of art by the hand of a craftsman. Painted black, the spoon evokes the shape of a human body without trunk or arms, the head being joined to the legs by a long and slender neck. Among the Dan people of the Ivory Coast, this type of spoon is the distinctive emblem of the mother or the wife of a chief.

Photo Magnelli Collection © Société des Amis du Musée de l'Homme, Paris

The UNESCO Courier

APRIL 1977 30TH YEAR

PUBLISHED IN 16 LANGUAGES

English Japanese Dutch
French Italian Portuguese
Spanish Hindi Turkish
Russian Tamil Urdu
German Hebrew
Arabic Persian

Published monthly by UNESCO
The United Nations
Educational, Scientific
and Cultural Organization
Sales and Distribution Offices

Unesco, Place de Fontenoy, 75700 Paris

Subscription rates
1 year: 28 French Francs
2 years: 52 FF
Binder for a year's issues: 24 FF

The **UNESCO COURIER** is published monthly, except in August and September when it is bi-monthly (11 issues a year). For list of distributors see inside back cover. Individual articles and photographs not copyrighted may be reprinted providing the credit line reads "Reprinted from the **UNESCO COURIER,**" plus date of issue, and three voucher copies are sent to the editor. Signed articles reprinted must bear author's name. Non-copyright photos will be supplied on request. Unsolicited manuscripts cannot be returned unless accompanied by an international reply coupon covering postage. Signed articles express the opinions of the authors and do not necessarily represent the opinions of UNESCO or those of the editors of the **UNESCO COURIER**. Photo captions and headlines are written by the Unesco Courier staff.

The Unesco Courier is produced in microform (microfilm and/or microfiche) by : (1) University Microfilms (Xerox), Ann Arbor, Michigan 48100, U.S.A.; (2) N.C.R. Microcard Edition, Indian Head, Inc., 111 West 40th Street, New York, U.S.A.; (3) Bell and Howell Co., Old Mansfield Road, Wooster, Ohio 44691, U.S.A.

The Unesco Courier is indexed monthly in the Readers' Guide to Periodical Literature, published by H. W. Wilson Co., New York, and in Current Contents - Education, Philadelphia, U.S.A.

Editorial Office
Unesco, Place de Fontenoy, 75700 Paris - France

Editor-in-Chief
René Caloz

Assistant Editor-in-Chief
Olga Rödel

Managing Editors
English Edition : Ronald Fenton (Paris)
French Edition : Jane Albert Hesse (Paris)
Spanish Edition : Francisco Fernandez-Santos (Paris)
Russian Edition : Victor Goliachkov (Paris)
German Edition : Werner Merkli (Berne)
Arabic Edition : Abdel Moneim El Sawi (Cairo)
Japanese Edition : Kazuo Akao (Tokyo)
Italian Edition : Maria Remiddi (Rome)
Hindi Edition : H. L. Sharma (Delhi)
Tamil Edition : M. Mohammed Mustafa (Madras)
Hebrew Edition : Alexander Broido (Tel Aviv)
Persian Edition : Fereydoun Ardalan (Teheran)
Dutch Edition : Paul Morren (Antwerp)
Portuguese Edition : Benedicto Silva (Rio de Janeiro)
Turkish Edition : Mefra Arkin (Istanbul)
Urdu Edition : Hakim Mohammed Said (Karachi)

Assistant Editors
English Edition : Roy Malkin
French Edition : Philippe Ouannès
Spanish Edition : Jorge Enrique Adoum

Research : Christiane Boucher

Layout and Design : Robert Jacquemin

All correspondence should be addressed to the Editor-in-Chief in Paris

ISSN 0041-5278
N 4 1977 MC 77 3 331

page

4 **UNESCO AND WORLD PROBLEMS OF COMMUNICATION**
by Makaminan Makagiansar

6 **UNESCO AND NEWS AGENCY DEVELOPMENT**

8 **THE PROTECTION OF JOURNALISTS**

9 **RURAL NEWSPAPERS IN AFRICA**

10 **CANA**
An independent news agency for the Caribbean
by Hugh N. J. Cholmondeley

12 **CROSS-CULTURAL COMMUNICATION: POSSIBILITY OR PIPE-DREAM?**
by John A. Willings

16 **TELEVISION'S ONE-WAY TRAFFIC**
by Hifzi Topuz

18 **THE NON-ALIGNED COUNTRIES POOL THEIR NEWS**
by Pero Ivacic

21 **A VOICE FROM THE THIRD WORLD**
Towards a 'new world order of information'
by Ridha Najar

23 **BERTOLT BRECHT AND UNESCO ON COMMUNICATION**

24 **THE MASS MEDIA AND SOCIETY: A SOVIET VIEWPOINT**
by Y. N. Zasursky and Y. I. Kashlev

28 **THE MASS MEDIA AND SOCIETY: AN AMERICAN VIEWPOINT**
by William G. Harley

32 **THE 'SYMPHONIE' EXPERIMENT**
Unesco's first teleconference by satellite
by E. Lloyd Sommerlad

33 **LETTERS TO THE EDITOR**

34 **UNESCO NEWSROOM**

2 **TREASURES OF WORLD ART**
IVORY COAST: Rice-spoon fit for a queen

Photo NASA © *Sciences et Avenir*, Paris

Cover design © Françoise Jacquelin, Paris

Cover

Thanks to communication satellites, information and television programmes can now be beamed over the whole planet. As yet, however, only those countries whose technology is most highly developed possess such means of communication. The result is a further aggravation of the serious imbalance which already existed in the international flow of information. Cover shows the skeletal silhouette of a telecommunication antenna used for the reception of meteorological data transmitted by satellite.

In whose hands are the media in the modern world? What are the sources of the information they transmit? In what directions does this information flow? Are the "producers" of information also its "consumers"? Do not the scale, the power and the sophisticated technology of the modern media mean that mass communication is a privilege that only the rich countries can enjoy? Does this in turn imply a new form of domination, more subtle than its predecessors, but terribly effective, nonetheless? If the flow of information is "one way only", what chances do the poor countries have of exercising a "right of reply"? What hopes are there of restoring the balance of communication and information on a world-wide scale?

Overtly or implicitly, these vitally important questions were at the centre of many of the debates which took place during the 19th session of Unesco's General Conference at Nairobi in October-November 1976. Thanks to the press, the echoes were heard around the world, and it is probable that in the coming years the problems of world communication will continue to preoccupy the international community and influence the dialogue between North and South.

This issue of the *Unesco Courier* is thus concerned with a subject which during the past few months has become more topical than ever. It presents a dossier which is far from complete but whose contents will, we hope, throw some light on the problem and help our readers to appreciate not only its size and complexity, but also the diversity of the points of view involved.

On the following pages we present:

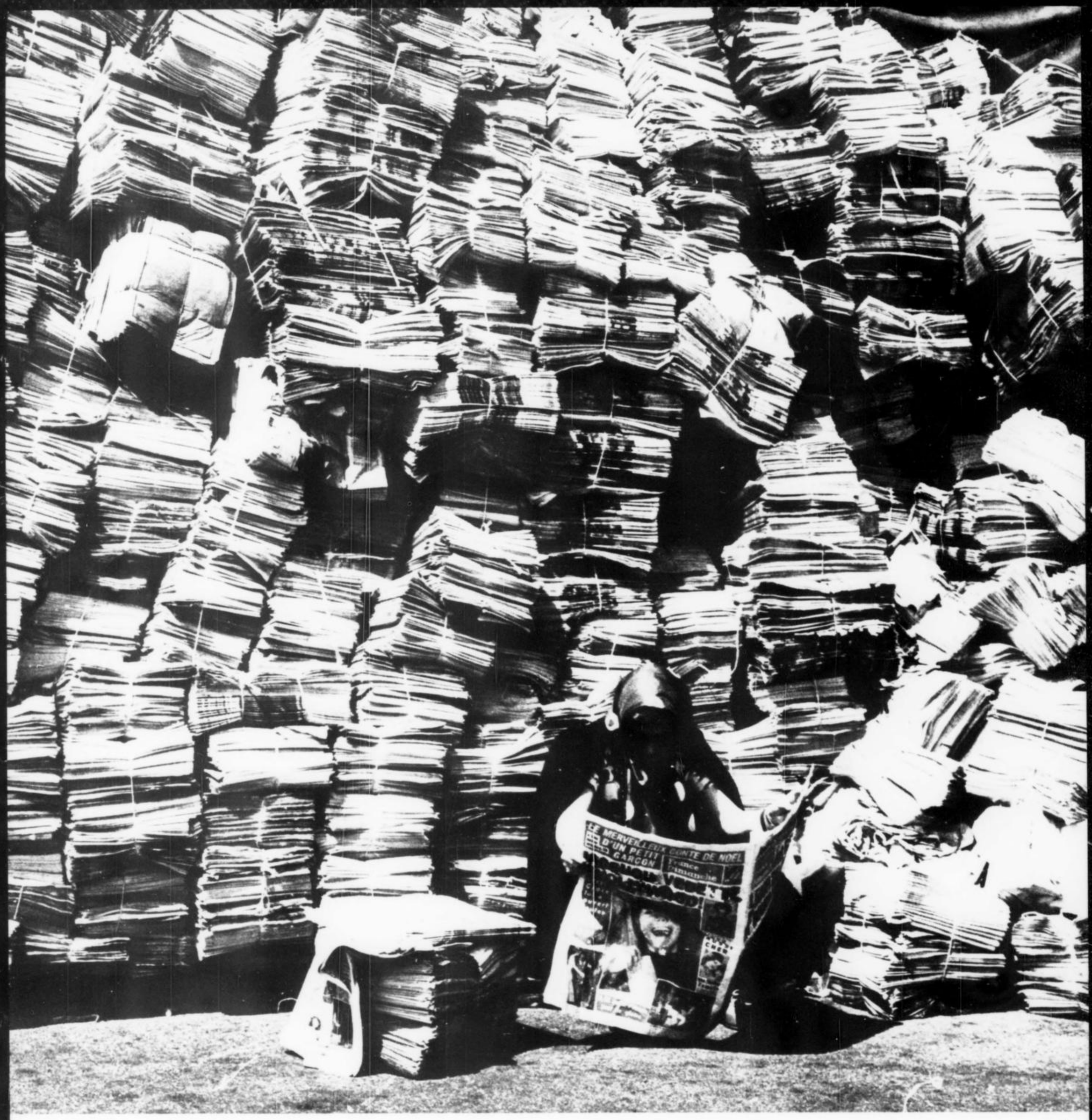
- Unesco's precise role and activities in the field of information (pages 4 to 17);
- the steps taken by the non-aligned countries to further a truly international exchange of information (pages 18 to 20);
- the demands of the Third World countries, which consider that the idea of "freedom of information" cannot be divorced from that of a "balanced flow of information" (pages 21 to 23);

In addition, we publish two articles of a "documentary" nature, setting out—under the responsibility of their authors alone—two broadly different notions of the role of information, as conceived by specialists from the U.S.S.R. (page 24) and the U.S.A. (page 28).

World newsprint consumption in 1974 totalled 23.2 million metric tons. But of this only 2.8 million tons went to the developing countries representing 1 kg per head of population, compared with an average 18 kg per head in the industrially developed countries. Here, bales of unsold newspapers in a Paris depot.

Photo © Roger Canessa, Toulon, France

UNESCO AND WORLD PROBLEMS OF COMMUNICATION



by
Makaminan Makagiansar

"COMMUNICATION is news today. I am glad that Unesco should be the forum for a far-reaching debate which is in full accordance with its mission." With these words, spoken in November 1976 during Unesco's General Conference at Nairobi, the Organization's Director-General, Mr. Amadou-Mahtar M'Bow, drew attention to a major problem of the modern world.

What is at stake in this debate? And why should it be held within Unesco?

The first and most obvious point to be made is that information today means power—technological power and political power—both within countries and at the international level.

But this power is unevenly distributed. Decisions governing its use are, undeniably, increasingly taken in those countries which possess highly developed facilities for the production, storage and transmission of information. Generally speaking, the world of information and communication is dominated by the Western media (press, radio, TV, films, publishing, etc.).

One example speaks volumes. On 25 November 1975, Surinam (formerly Dutch Guiana) became inde-

---

MAKAMINAN MAKAGIANSAR *is Unesco's Assistant Director-General for Culture and Communication. A former Director-General of Education in Indonesia's Ministry of Education and Culture, he has also been professor of human ecology at the Institute of Agriculture at Bogor (Indonesia).*

pendent. Between 24 and 27 November this event occupied only 3 per cent of the space devoted to foreign news by 16 leading daily newspapers in 13 Latin American countries. This 3 per cent came in its entirety from international news agencies of the industrialized countries. And yet Surinam, a country somewhat larger than England, is the world's third biggest producer of bauxite.

During the same four days, 70 per cent of the foreign news published by these newspapers concerned the industrialized countries, and four-fifths of this news originated in the same news agencies.

Such an example helps to explain why the developing countries find it hard to accept a situation in which they are mere "consumers" of a "product" (information) over whose manufacture and distribution they have no control: a product which is, moreover, as important culturally as economically, if not more so. Could it be that the world is divided into those who can make their voices heard because they have the means to do so, and those who cannot? This, perhaps, is the heart of the matter.

"The dissemination of information is largely a one-way process," Mr. M'Bow has also pointed out, "issuing from a few centres mainly located in the industrialized countries. Such information perforce reflects the concerns, aspirations and even the point of view of the societies in which it originates and on whose media it depends, and their mass communication organizations tend, whether they will or no, to exercise a *de facto* domination which may impose cultural models."

This imbalance in the use of the mass media constitutes a global challenge which has prompted Unesco to take action in view of its obligation, as set out in its Constitution, to "collaborate in the work of advancing the mutual knowledge and understanding of peoples, through all means of mass communication and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image."

Unesco has indeed taken such action since its early days. In the 1950s it embarked on a series of studies on world-wide facilities for mass communication, issuing the findings in its publication *World Communications,* the latest edition of which appeared in 1975.

In 1957, a report to the United Nations General Assembly called attention to an "information famine", showing that two-thirds of the world population lacked even minimum access to information. This provoked more decisive action.

Unesco embarked on 15 years of intensive, mainly technical assistance to the development of mass media. Its achievements in these years included:

- the establishment of an Asian Institute for Broadcasting Development in Malaysia in co-operation with the Asian Broadcasting Union;
- assistance in the development of national and regional news agencies (BERNAMA in Malaysia, CANA in the Caribbean [see article page 10]);
- the establishment of a national centre for documentary film production in Latin America (Costa Rica);
- the promotion of radio as an instrument of rural development (India, Ghana, Senegal);
- the development of newspapers—daily and rural press—(Togo, Mali, Kenya, Ghana, Tanzania, Tobago);
- assistance in the establishment of institutes for communication training and research (Senegal, Ecuador, Nigeria, Kenya, India, Malaysia, the Philippines, the Caribbean);
- the development of methods for training, planning and management of media institutions and systems;
- the adoption of a series of international agreements (on the circulation of visual and auditory materials and on the importation of educa-

Unesco and news agency development

FOR several years, a great number of Unesco's Member States—most of them developing countries—have been appealing to Unesco for assistance in their efforts to correct the imbalance in the flow of information between North and South, through the promotion of news agencies, which are an essential link in the chain of communication.

Studies in this connexion were initiated as early as the 1950s. Unesco began by proposing a number of amendments to the telegraph regulations applying to the press: further rate reductions for the transmission of ordinary press telegrams, reduced rates for press messages exceeding 100 words in length and extended facilities and lower charges for press messages sent by radiocommunication to any destination.

More recently, Unesco joined the International Press Telecommunications Council in defending before an ITU (International Telecommunication Union) commission the continued availability of the special "press cable" rate.

Asia and the Far East. **A first meeting concerning the development of the mass media was held in Bangkok (Thailand) in January 1960. At a second meeting in December 1961, which dealt specifically with the development of news agencies in Asia, participants from 14 countries recommended the establishment of a regional news agency.**

The Organization of Asian News Agencies (OANA) was established in 1963 and has since been actively promoting collaboration and news exchange between its members.

Latin America. **The first regional meeting on news agencies was held in Santiago (Chile) in 1961. But the situation in this region was vastly different from that in Asia, and 15 years later the number of national agencies in Latin America remained limited, despite the fact that a second meeting had been held in Quito (Ecuador) in 1971.**

In July 1976, the first Intergovernmental Conference on Communication Policies in Latin America and the Caribbean, meeting in San José (Costa Rica), recommended "the establishment of a Latin American and Caribbean news agency, or a consortium of agencies, in the region". But the participating States also stipulated that its establishment should "in no way impair the free operation of existing agencies or their future development".

Africa. **At the first conference on news agencies, in 1963, specialists from 29 countries recommended the creation of a Union of African News Agencies. Recently, this idea has been revived in a study conducted by the Union of African States.**

Furthermore, at a conference of Arab and African news agencies in Tunis in 1975, Unesco was requested to make a detailed study of national and regional facilities for news transmission throughout the African and Arab States, with due reference to existing and planned news agency and telecommunication facilities.

Lastly, and in addition to regional assistance, Unesco has provided a number of individual countries (Somalia, Libya, Cameroon, Nepal, Malaysia, Upper Volta and Thailand) with technical aid in the preparation and development of national agencies.

tional, scientific and cultural material, etc.) and a Declaration of guiding principles on the use of satellite broadcasting.

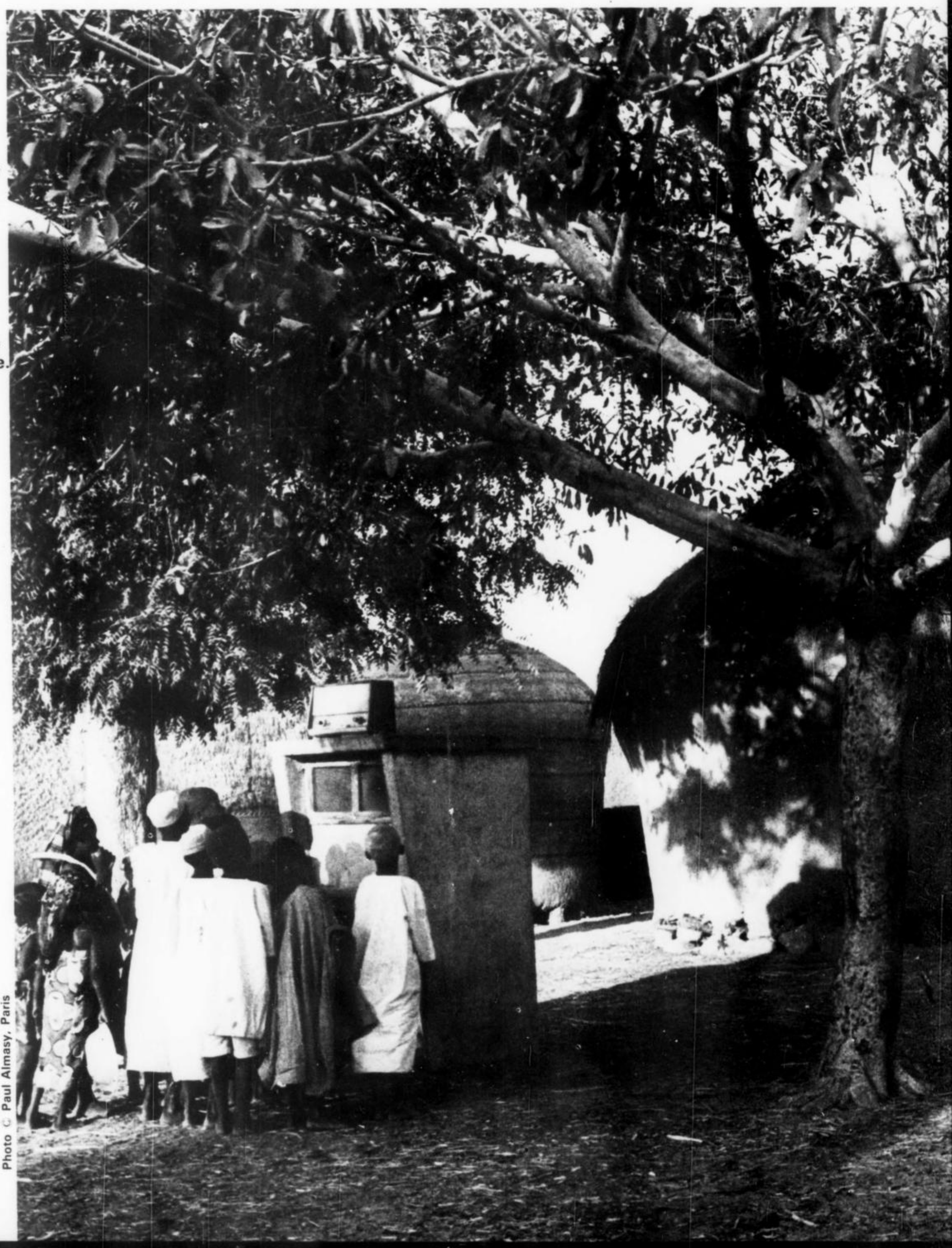
But since its creation 30 years ago, Unesco has grown. Its representative character (and today it has 141 Member States) has been enriched by the membership of many newly independent Third World countries. This growth has posed a new problem, that of progressively eliminating the gulf between the industrialized world and the developing countries.

Unesco is engaged in reflection on the establishment of the "new world order" which has been on the agenda of the United Nations since 1974.

To a great extent, this new order will depend on improved access to information, on more effective communication, on a more equitable distribution of the mass media with their immense potential for promoting mutual understanding between men and nations, and ultimately on ensuring that information becomes once again a liberating force rather than an instrument of subjection.

The present imbalance is not merely economic. It also has grave cultural implications, erasing national values and replacing them by a silent, invisible, yet deep-rooted state of dependence. The very principle of cultural identity is called in question when the "transmitter" of information enjoys technological superiority over its "receiver."

Since the early 1970s, the emergence of the Third World and the urgency of the problems to be solved have led to an awareness of the need to claim and defend this identity and to use it in support of a fresh, global approach to the whole question of development. This is why cultural policies as well as communication policies (and, indeed, the two are inseparable) should be incorporated in all development efforts.



According to Unesco's *Statistical Yearbook*, the latest edition of which has just been published, there was a world total of 922 million radio receivers in 1974. But the distribution of these radios was highly uneven: in the industrially developed countries there were 700 receivers for every 1,000 of the population, compared with only 205 per 1,000 in Latin America, 132 in the Arab States, 93 in Asia (excluding China) and as few as 72 in Africa. Right, community radio in a Nigerian village.

Photo © Paul Almasy, Paris

Right, "reading-room" in a village in Colombia. In 1974, this Latin American country had 36 daily newspapers, with a total circulation of about a million and a half copies per day. These figures are very low for a country with 24 million inhabitants where, in the same year, less than 20 per cent of those over the age of 15 were illiterate. Below, right, a classroom scene in Pekin (People's Republic of China), where reading from newspapers is part of the educational process.

Photo © Paul Almasy, Paris

Photo Marc Riboud © Magnum, Paris

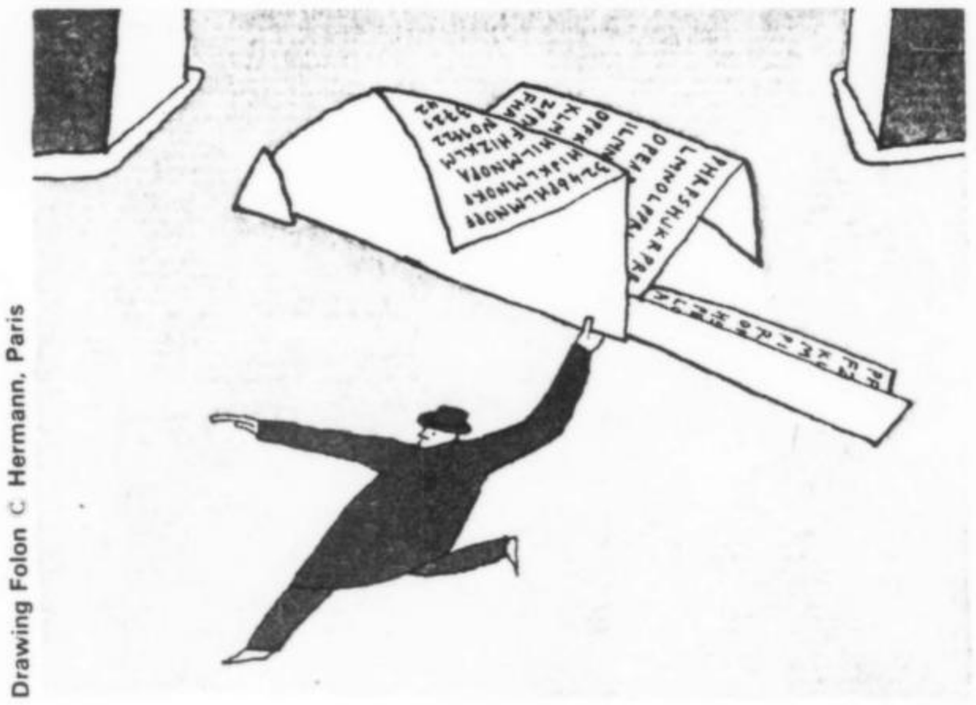
At the present time, more and more Member States, aware that Unesco has accumulated a wealth of experience throughout the world, are seeking its help in clarifying their communication and information problems and in formulating appropriate policies. Unesco only intervenes at the specific request of its Member States and in accordance with the instructions of its sovereign body, the General Conference. It has no communication policy of its own to suggest to its Member States.

The first conference at which representatives of governments from a single region met to consider the question of communication policies was held at San José, Costa Rica, in July 1976. Bringing together delegates from Latin American and Caribbean countries, it was a landmark in the quest for a mutual enrichment of cultures and a genuine rapprochement between peoples.

The protection of journalists

At a press conference in Nairobi (Kenya) in November 1976, Mr. Amadou-Mahtar M'Bow, Unesco's Director-General, made this appeal on behalf of journalists:

"The right to communicate poses in its widest sense the problem of the responsibility of journalists both as individuals engaged in a professional activity and as groups wielding considerable power. In this connexion, Unesco is contributing to the creation of a universally applicable code of ethics and duties... But what I wish to stress here is the need to ensure the effective protection of journalists themselves from the arbitrary exercise of power as they endeavour to fulfil their mission in a spirit of the strictest objectivity. For it must be admitted that respect for ethical standards can place journalists in dangerous situations if they do not enjoy the guarantee of adequate protection from pressures and reprisals..."



Drawing Folon © Hermann, Paris

Photos Unesco

Rural newspapers in Africa

In Africa, where rural communities constitute 80 per cent of the total population and speak some 800 languages, the use of the press as a medium of mass communication presents many problems. And yet it is in the rural areas, where the need to promote development is most urgent, that information can play a highly important role. Rural newspapers using local languages began to appear in 1964, notably in Niger, providing not only excellent follow-up material for literacy programmes but also a highly effective means of communication. Rural newspaper readers in Africa write to their paper at a rate of one letter for every five copies sold. In spite of enormous difficulties, the rural press has developed in many parts of Africa where, since 1972, Unesco has helped to create more than a dozen papers and supported many other projects, some of them launched by the countries concerned, others the fruit of various forms of bilateral co-operation. Most rural newspapers are written in local languages, thus promoting real co-operation with isolated populations. As President Julius Nyerere of Tanzania once remarked: "While other nations try to reach the moon, we are trying to reach the village." Above, front pages of some African rural papers: 1) *Kibaru* (the News) in Bambara (Mali); 2) *Game Su* (It is time), in Ewe (Togo); 3) *Kpodoga* (Listen) in Ewe (Ghana); 4) *Linga* (Drum), in Sango (Central African Empire); 5) *Misénu Miségbe* (Listen and learn) in Fon (Benin); 6) *Kisomo* (Education) in Kikuyu (Kenya); 7) *Elimu Haina Mwisho* (Education has no end) in Kiswahili (Tanzania).

Well before the Conference began, certain people feared that Unesco wished to restrict freedom of expression and was, for example, advocating nationalization of the media, government control of information, or measures to prevent the media from publishing news displeasing to the authorities.

What had Unesco really done? In the first place, it had prepared the working documents, which set out the problem in an objective manner. Then, it raised the essential questions, promoted the exchange of experience and stimulated reflection on the situation, and on the considerations and mechanisms involved in the formulation of communication policies.

After extremely fruitful discussions, the participants drafted and adopted the "Declaration of San José", a balanced and carefully-worded text which demonstrates the absurdity of the charges levelled against Unesco.

While the Conference did in fact recommend "the establishment of a Latin American and Caribbean news agency, or a consortium of agencies, in the region", it also took care to stipulate that this should "in no way impair the free operation of existing agencies or their future development."

In fact, Unesco is very well aware that it is up to each nation to define its own policies in the light of its own options and requirements with due regard for national realities, for the freedom of expression and respect for individuals and communities.

"Where information is concerned," Unesco's Director-General told the San José conference, "multiple and varied sources constitute the only guarantee that communication will be founded on the democratic principle that all peoples and all nations are equal in dignity." And, he pointed out, within each society "the democratization of communication—demo-

cracy itself—assumes the participation of the largest possible number in the process of communication."

More recently, however, at Unesco's General Conference, a draft declaration on the fundamental principles governing the use of the mass media revealed wide divergencies of opinion derived from different conceptions of the role of the mass media. But on this occasion, with the aim of reaching the widest possible consensus, the Conference decided to send the whole project back to the drawing board before re-examining it again in 1978.

In the meantime, the Director General has been invited "to pay very special attention to the activities of the bodies responsible for co-ordinating and implementing the information programme of the non-aligned countries".

This programme, based on recommendations adopted by the non-aligned countries in Tunis, New Delhi and Colombo during 1976, is concerned mainly with improving national and international news-gathering networks, strengthening news agency pools and—"since respect for ethical standards is not without its risks"—giving support to journalists' unions.

The question of information has now assumed an importance which is unlikely to diminish in the foreseeable future. This is not only because, in accordance with instructions from its Member States, Unesco will be holding a series of meetings similar to the Costa Rica Conference in each region of the world, together with many meetings between professionals, but above all because the countries "on the receiving end" of information are increasingly emphatic in demanding a fair right to reply.

For its part, Unesco intends no longer to confine itself to speaking generally about "freedom of expression" and "freedom of information", but also to talk in terms of "access to and participation in communication" and a "balanced flow of information."

What it is endeavouring to define is a new concept of the *right to communicate*. Without powers of its own, whether economic or of any other kind, Unesco must rely on its powers of persuasion and on its capacity to promote ideas.

■ **Makaminan Makagiansar**

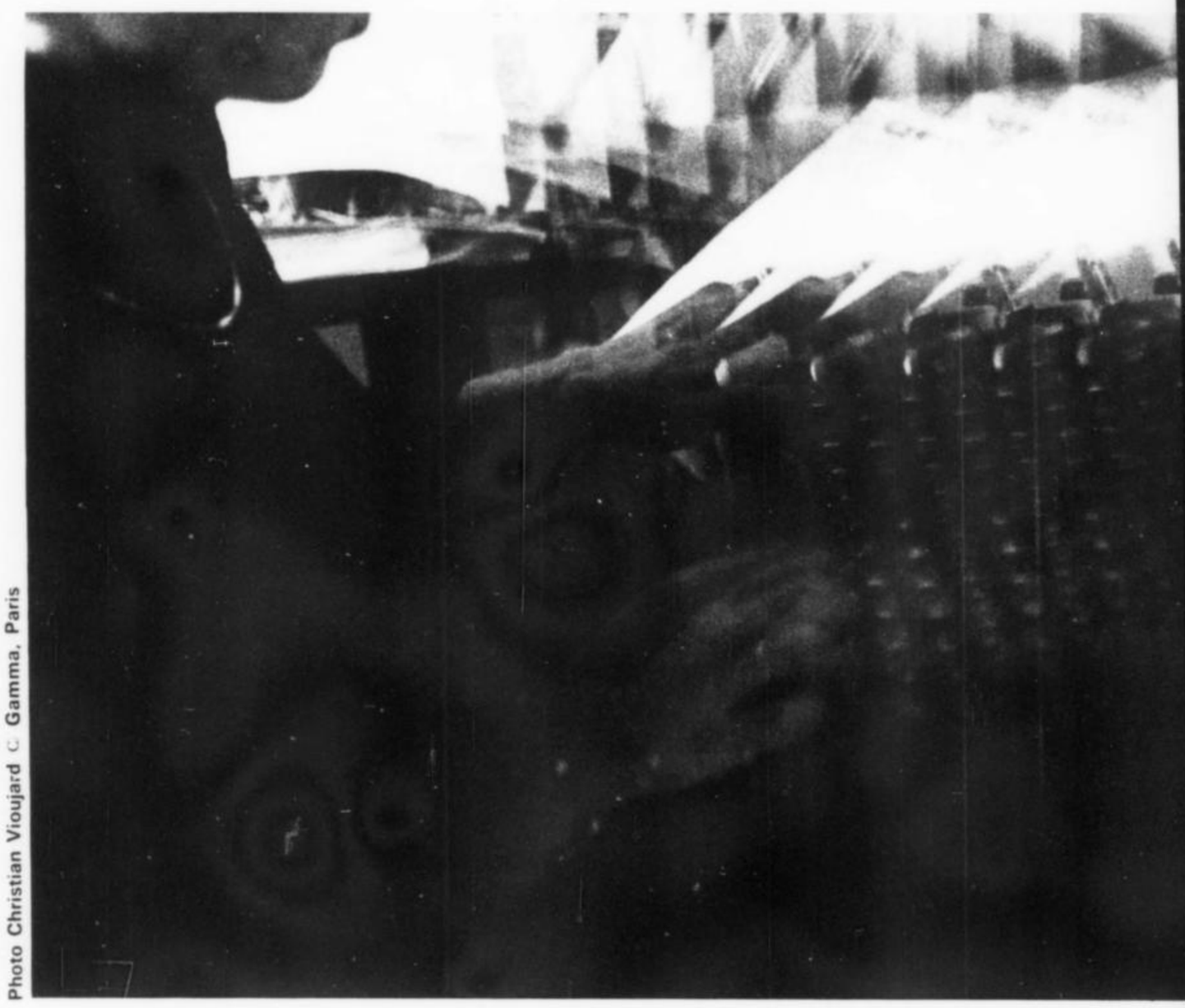


Photo Christian Vioujard © Gamma, Paris

CANA An independent news agency launched by the English-speaking Caribbean countries

by Hugh N. J. Cholmondeley

THE English-speaking countries and territories of the Caribbean stretch through an arc of the Caribbean Sea measuring more than 6,000 kilometres from Belize in the north to Guyana in the south. Their common cultural background and economic vulnerability have long argued in favour of regional integration.

The need for communication systems and institutions to foster this integration first found official recognition in a resolution of the annual meeting of the Heads of Government of these countries in 1967. This resolution asked Unesco to advise on the "establishment of a regional news agency and the regular exchange of sound radio and television programmes".

It was understood by the Heads of Government meeting and implicit in their request that the Governments themselves would have to assume responsibility for both these initiatives and that should a news agency prove feasible, it would therefore be owned and operated by the Governments concerned.

Press, radio and television organizations in the Caribbean are partly in State ownership and partly in private hands. In the latter case, the media belong either to nationals of the region or to foreign companies.

A Unesco study in 1968 revealed that while the privately-owned media

---

HUGH N. J. CHOLMONDELEY *of Guyana was for five years Project Manager of the Caribbean regional communication project described in this article. A former General Manager of the Guyana Broadcasting System (GBS), he is at present Communication Adviser to the Caribbean Community (Caricom).*

Photo Tom Blau © Parimage, Paris

English-speaking countries of the Caribbean are now participating in the Caribbean News Agency (CANA), created with the support of Unesco in 1975. CANA has substantially increased the news flow in and from the region, and its list of foreign subscribers is steadily growing. Above, left, a teleprinter keyboard. Right, a street scene in Bridgetown, capital of the Caribbean island of Barbados. CANA is playing a decisive role in the development of the region by transmitting commodity reports concerning exports or imports, up-to-the-minute information on markets and prices, shipping opportunities, and other economic news.

were a major component of any viable regional communication system, they would not accept a news agency service controlled by Governments.

A stalemate ensued, but the international news agency already established in the Caribbean recognized the importance of the integration issue and began to offer a modest Caribbean service in addition to its regular international service.

The Heads of Government continued to show interest in this matter, and in 1971 the United Nations Development Programme (UNDP) agreed to finance the execution by Unesco of a regional communication project in the Caribbean. The project included further study of the feasibility of a regional news agency.

Working closely with the Commonwealth Regional Secretariat for the Caribbean, the Caribbean Free Trade Association (CARIFTA), and the Caribbean Publishers and Broadcasters Association (CPBA), the project team was able to present a formula which would develop a Caribbean News Agency to be co-operatively owned by the media, both private and government-operated.

In July 1975, CANA (Caribbean News Agency) came into being, working on an interim basis with the established international agency. On 7 January 1976, CANA became an independent news service owned by 17 media institutions and governed by an elected board of directors drawn from both private and government-owned media.

In the course of its first year of operation, CANA has not only established itself as a reliable and highly professional agency, but has also more than doubled its output of regional Caribbean news (from 12,000 to more than 24;000 words per day). It also distributes the international service of the former agency.

Of the thirteen English-speaking Caribbean countries (Antigua, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, Montserrat, St. Kitts-Nevis-Anguilla, St. Lucia, St. Vincent, and Trinidad and Tobago), eleven are now linked by CANA duplex teleprinter circuits. Local correspondents everywhere are ready to report on prices and market conditions, and such a service could soon become a major tool of regional policy and planning.

Special business and commodity services designed to provide daily up-to-the minute information on price fluctuations and on the availability of commodities produced outside the region, together with reports on shipping opportunities and other types of information could also find clients whose interests are of key importance to the development of the region.

At the same time, the list of foreign subscribers to CANA's General News Service continues to grow. Cuba, Surinam, the British Virgin Islands, Martinique, the U.S.A., the People's Republic of China and the U.S.S.R. are already receiving this service or are preparing to subscribe to it.

We can thus say that CANA has made a good start. The controversial and protracted negotiations over a four-year period which brought the Agency into existence typify the difficulties which the Regional Integration Movement as a whole frequently faces in reconciling the different points of view of member countries. This leaves no room for complacency, but recent developments indicate that national Governments in the Caribbean more fully appreciate the vital role which communication can play in making good past shortcomings, and as an agent for change.

■ **Hugh N. J. Cholmondeley**

CROSS-CULTURAL COMMUNICATION: POSSIBILITY OR PIPE-DREAM?

by John A. Willings

EVER since the mythical tower of Babel, communication between peoples of different languages and cultures has been seen as an eminently desirable ideal but very difficult to achieve.

Barriers to the universal flow of thought and ideas have always existed. Today, voices and images can be transmitted over great distances and vast areas of the world's surface. But is this communication if there is no comprehension?

Modern communication media recognize no frontiers. New technologies have extended the possibilities of distributing radio and television programmes on a world-wide basis, broadcasting information, education, culture and entertainment to numbers of sovereign States and peoples of different cultures and languages.

Many years ago it was pointed out that the transnational development of information flow would raise problems of programme content and format as well as legal and political questions.

In 1969 Unesco began to support a multidisciplinary research programme on the international flow of communication. This involved long-term studies of the traffic in television programmes; the content and effects of short-wave broadcasting between nations; the structure of international news agencies; and the potentialities of satellite-based systems for communication between people and between nations.

JOHN A. WILLINGS, *theatre, film and television designer and director, is currently in charge of Unesco's programme related to communication policies. Before joining Unesco's Headquarters Staff in 1970, he carried out a number of missions for Unesco in developing countries of Africa and Asia, where he helped to design broadcasting systems and to establish communication research and training institutions.*

This accent on research into cross-cultural communication was prompted by the imminent possibility of direct broadcasting by communication satellite to community radio and television receivers, and eventually to home receivers.

At the same time concern was expressed regarding the need for international agreements in this field. The Declaration of guiding principles on the use of satellite broadcasting was adopted by the General Conference of Unesco in 1972.

In the early 1970s, one specialist, referring to the role of satellite communication in socio-cultural development, observed: "they tell us that these problems are all technical, not political. But this is not so—compounding this situation is the tremendous inequality between the 'haves' and the 'have nots' in the domain of communication."

During the Development Decade launched in 1960 by the United Nations, much importance had been attached to the potential of the new media for disseminating intercultural understanding. At that time, the expanding commercial broadcasters seemed to have had great confidence in this potential.

However, subsequent research has shown that if, within nations and within local cultures, the nature, the process and the effects of communication are not yet fully understood, then this is even more true in the complex field of international cross-cultural communication. So, in 1974, Unesco asked a team of research workers to list and analyze existing studies of cross-cultural broadcasting (1).

---

(1) Cross-Cultural Broadcasting *by Eduardo Contreras, James Larson, John K. Mayo and Peter Spain, Institute for Communication Research, Stanford University, U.S.A. Unesco Reports and Papers on Mass Communication No. 77 (1976).*

Their first discovery was the extreme paucity of relevant material. Secondly, they noted a number of barriers to cross-cultural communication:

- cultural differences;
- psychological blocks to understanding;
- lack of a common language;
- lack of the necessary infrastructure for the production, distribution and reception of messages and for a multi-way flow of information;
- political and economic considerations applying to all attempts to achieve a "free and balanced flow" of information, both within and between nations.

It is fairly obvious that in international communication, language is a key factor, determining the impact of messages and their comprehension. For example, in short-wave broadcasting between nations, reception and understanding are still largely limited by the ability of listeners to understand the languages employed.

Most multi-lingual Third World countries face two major problems when dealing with a language policy for communication. The first concerns the propagation of a national language within the country. The second concerns the languages to be used in wider, international communication.

The choice of languages for communication, especially in broadcasting, almost always poses an additional political problem.

In Africa, for example, governments face a dilemma. Are they to allow broadcast languages to proliferate for the sake of preserving traditional cultures, winning the loyalty of minority groups and reaching a maximum audience? Or are they to standardize

Photo Bruno Barbey © Magnum, Paris

Audio-visual techniques offer a wide range of possibilities for transmitting information as well as educational and cultural programmes. Satellite broadcasting can aid international communication, although many problems in this field are still unsolved. It is not easy to reconcile two fundamental principles of communication between peoples: the free flow of information, and the sovereign rights of States concerning the flow of information across their frontiers. Unesco is thus launching a far-reaching programme of research into the concept of "a free and balanced flow of information". Above, a "box" arrives in a Middle-Eastern town.

that once a language has established itself as predominant in the world it will eventually fall from that perch." (2)

How will international communication, taking account of linguistic diversity, be accommodated in the future?

While linguistic differences between peoples and between nations have long been recognized as a major barrier to communication, it was suggested two decades ago that visual means might provide the breakthrough in cross-cultural understanding. But how far do different people see and perceive things in the same way? Is there something culturally distinct about the way people interpret a visual image?

Many stories illustrate the difficulties of achieving visual communication through the media. For example, there are the early tales of missiles being thrown at cinema screens because people were insulted by the image of Donald Duck engaged in human actions and speech.

There are innumerable apocryphal stories of the rejection by audiences of blown-up images of mosquitos and lice because in close-up they appeared bigger than the local cows. In many developing societies, real difficulties of interpreting still pictures have been experienced where linear perspective was employed as a way of showing shape and distance: these pictures have often proved to be incomprehensible to rural people unfamiliar with urban geometry.

(2) *Richard Noss, "Language Policy and Higher Education." In* Higher Education and Development in Southeast Asia. *Unesco (1967).*

a single broadcast language for the sake of emphasizing nationhood, albeit at the risk of hastening the disappearance of local cultures, alienating minority groups, and failing to communicate with the very people in whom they most need to inculcate an understanding of their intentions?

Perhaps there are four related explanations why, until now, people wishing to communicate through international communication media have been unable to pierce the language barrier. To take broadcasting as an example, there is firstly the fact that too many languages are used; secondly, each additional language broadcast involves increased costs; thirdly, it is difficult to find personnel to produce programmes in some languages even if funds are available to do so; finally, there is a lack of sufficient wavelength space to provide a minimum of programmes in each desired language in order to attract and hold an audience. Thus, the linguistic problem is also related to economic, manpower, and technical questions.

On the other side of the coin, we see that one of the most important influences of cross-cultural communication has been to encourage the adoption of dominant languages as linguae-francae. Today, English is the principal language of communication in international broadcasting, not necessarily because of the number of speakers, but because, in the past, the United Kingdom, the United States and Australia dominated international communication by radio.

Nevertheless, if English remains the principal language of international communication, it is only the latest of a series of languages to hold that position. French, Spanish, Latin, Greek, Arabic and Chinese have all enjoyed a comparable position during the past.

As one specialist has pointed out: "if anything is clear from the history of international communication, it is

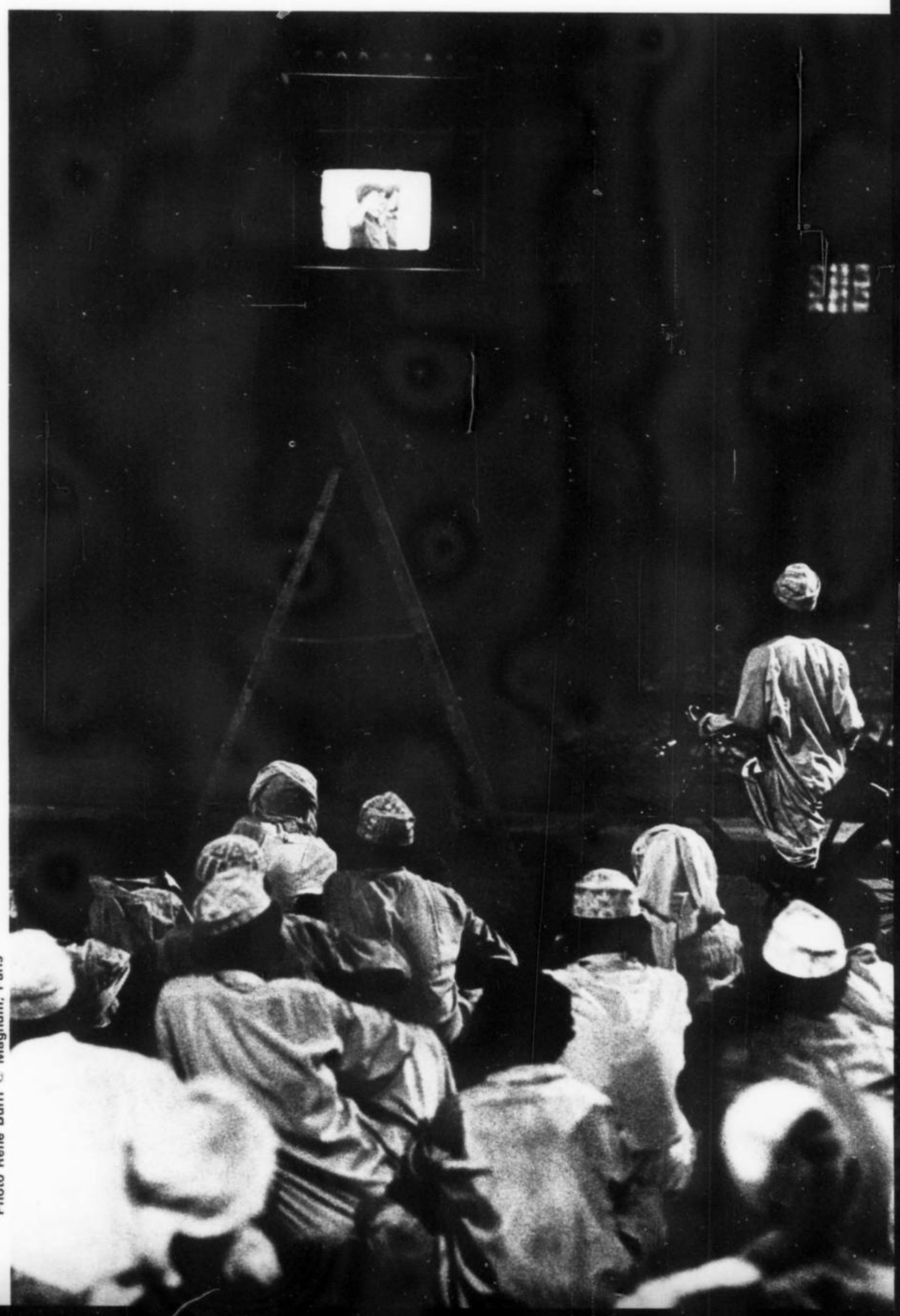


Photo René Burri © Magnum, Paris

All over the world, people who see films for the first time rarely understand the "grammar" of film production. For example, the "cut", the "fade", the "dissolve", which are the punctuation of films, only have meaning to those who have acquired that grammar. At the same time it has been discovered that this specialized "media literacy" can be taught very quickly.

Questions pertaining to the effects of cross-cultural communication are much more pronounced in the political arena since it is here that many international relations based upon communication are defined.

In recent years, the temper of the debate has intensified as the possibilities for direct broadcasting across frontiers have come nearer to reality. At its heart is the realization that communication is power: that control over the mechanisms and content of a nation's communication system could enable various vested interests to control important aspects of a society's decision-making process as well as the cultural and political values which bind it together.

There exists at the present time a conflict between two essential principles: the sovereign rights of States in matters pertaining to communication across national frontiers; and the free flow of information. Most countries pay homage to both, but many are now beginning to recognize the difficulty of reconciling them within a coherent communication policy.

It has been observed that the international media systems at present reflect disproportionately the values and the priorities of certain societies, with the dominant countries acting as the "gate-keepers" for communication in and between the poorer developing nations.

Such a state of affairs, the critics argue, will in the future only enhance the monopoly power of the present programme exporters and will probably erode even further the freedom of the importing countries to develop self-reliant systems capable of expressing their own cultural values.

Over the years, many pennants have been flown championing the causes of "universal cultural exchange" and "the rights of cultures to resist dilution by alien values". Achieving the best balance between these two extreme positions is one of the most thorny problems discussed in recent international conferences on both cultural and communication policies.

During the 19th General Confe-

Far into the small hours, this outdoor television set (left) in the Sultanate of Oman holds its audience spellbound. Below, news reaches the desert in southern Mauritania where the transistor has become part of the equipment of nomad herdsmen.

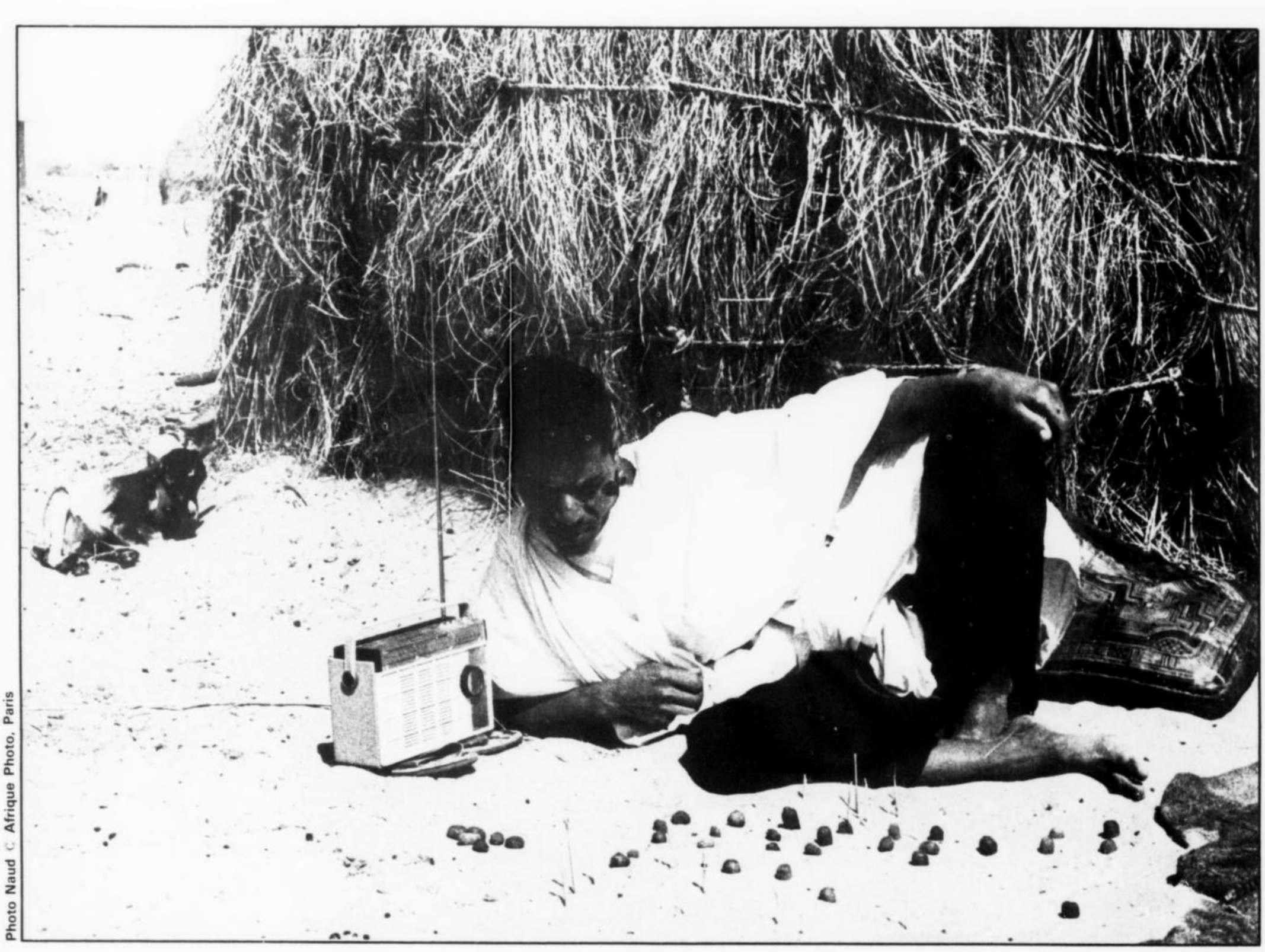


Photo Naud © Afrique Photo, Paris

rence of Unesco, the sense of international responsibility for the establishment of true communication systems based upon equal partnership was seen to be as important to the developed as to the developing countries.

It was also recognized that such a co-operative approach to the development of cross-cultural communication systems for the future could no longer be based on paternalistic or "neo-colonial" approaches to the problem. It had to be a process of active give-and-take in collaboration, involving the quest for that "unity" which can only be achieved by recognizing and respecting cultural differences.

Thus after the Nairobi Conference, Unesco will, during the next two years, begin a further research programme on cross-cultural communication involving studies:

- on what people of various cultures understand by the concept of "free and balanced flow of information";
- on the possible future structures of the international news agency networks;
- on international film and television distribution patterns and the influence of multinational companies on communication flow;
- on the images of foreign countries representing different social systems and stages of development as they are portrayed by the international mass media.

In addition there will be further work on the laws relating to the international exchange of audiovisual media and ways of facilitating the transmission of press dispatches and the exchange of programmes between countries. The present criteria for "news values" will be further examined.

All these studies will be important in any possible future attempts to define a "right to communicate". They will also be necessary before the ideal of cross-cultural communication becomes more than an idle dream.

■ **John A. Willings**

Photo Jean-Claude Francolon © Gamma, Paris

TELEVISION'S ONE-WAY TRAFFIC

by Hifzi Topuz

THERE are about 1,000 million televiewers in the world today. The distribution-pattern of the programmes which supply this vast market reveals that the less-developed countries are major importers of TV programme material, obtained from a number of rich countries.

The concept of the free circulation of television material applies in reality only to the wealthy countries which are in a position to produce TV programmes. The poor countries are dependent on the rich countries for much of their television programming.

Cost is a fundamental factor in determining the world-wide flow of television material. It is often cheaper for a country to fill its air time by buying elsewhere. For example, a programme which may have cost $ 100,000 to make might be bought by a small country for as little as $ 500, since the price is based on the number of sets in the purchasing country and not on production costs.

The world-wide flow of television

HIFZI TOPUZ *is a staff member of Unesco's Division of Free Flow of Information. A Turkish journalist, he was formerly Deputy Director-General of Turkey's radio and television service at Ankara.*

In the control room of a modern television studio, the programme director monitors the quality of the images and selects the pictures which will appear on viewers' screens.

programmes and news is thus an unbalanced one. Research has shown that "television traffic" moves along a one-way street.

In 1973 Unesco published a survey and analysis by two Finnish university teachers of the international flow of TV programme material (1).

This study shows that one of the main streams runs from the major industrialized countries of the West (the United States, the United Kingdom, France, the Fed. Rep. of Germany) towards the less developed countries. The U.S.S.R. also exports a substantial proportion of its programmes, but this flow is more limited and is directed for the most part towards the other socialist countries.

The U.S.A. alone sells between 100,000 and 200,000 programme-hours per year to television networks in other countries. The second biggest programme exporter is the U.K., which annually markets between 20,000 and 30,000 programme-hours, followed by France (15,000 to 20,000 hours) and the Fed. Rep. of Germany (5,000 to 6,000 hours).

Most countries import some television programmes, but the proportion of imported material in their total broadcast output varies widely, from 1 per cent to (in some cases) 100 per cent.

Among the countries which rely to a very small extent on imported material are China, Japan, the U.S.S.R., France, the U.K. and Italy.

Countries which are heavily dependent on foreign imports for their television programming include: Saudi Arabia (Aramco TV, 100 per cent; Riyadh TV, 31 per cent); Guatemala (84 per cent); Singapore (78 per cent); New Zealand (75 per cent); Malaysia (71 per cent); Iceland (67 per cent); Zambia (64 per cent); Nigeria (63 per cent); Uruguay (62 per cent); Australia and Yemen (57 per cent); Kuwait, Chile and Israel (55 per cent); Ireland (54 per cent); Iraq (52 per cent); Dominican Republic (50 per cent); Canada RC (46 per cent); Bulgaria (45 per cent); Egypt (41 per cent); Hungary and Finland (40 per cent); Mexico (Telesistema) and Norway (39 per cent); Pakistan and Portugal (35 per cent); Colombia (34 per cent).

One cause of the unbalanced flow, as we have seen, is the wealth of the exporting countries, which gives them a powerful advantage as producers of television material.

The richer a country is, the more self-sufficient it will be in terms of television programmes. The poorer it is, the more it will depend on programmes from other countries.

Secondly, many of the developing countries initially had neither a film industry nor technicians capable of building up a television network. Consequently, they had to depend on the major industrialized countries for their equipment and know-how. Their dependence is not limited to the initial stages, but persists when they introduce colour television.

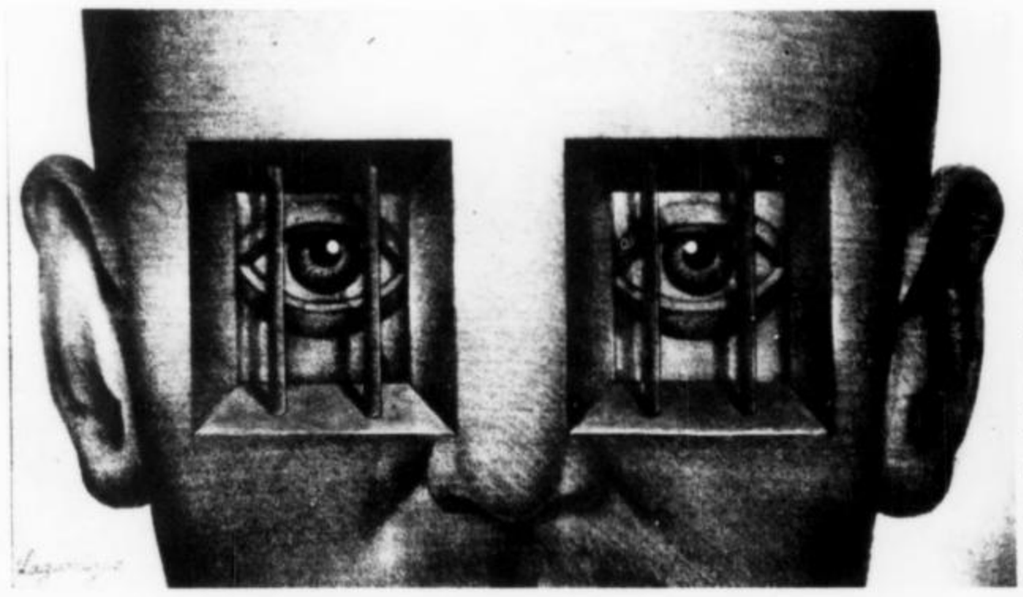
There is no simple rule, however. Such well-to-do countries as Australia and New Zealand rely heavily on foreign imports to fill their air time (57 and 75 per cent, respectively).

By no means everyone is satisfied with this lop-sided relationship between the producers and the purchasers of television programmes. Some see it as a threat to cultural traditions. Others complain that the exchange of programmes is governed by commercial considerations, that programmes are conceived as products and are addressed to "customers" rather than "viewers".

It is also stressed that most of the programmes which are exported and which dominate the international market were intended to entertain viewers in their countries of origin and that their contents do not correspond to the needs of the societies which import them.

There are some encouraging signs, however. The increasing activity of regional broadcasting unions may promote a more balanced flow. At the same time there is a growing tendency to exchange television news within and between regions, together with a greater willingness on the part of countries with different political and social systems to engage in co-production ventures.

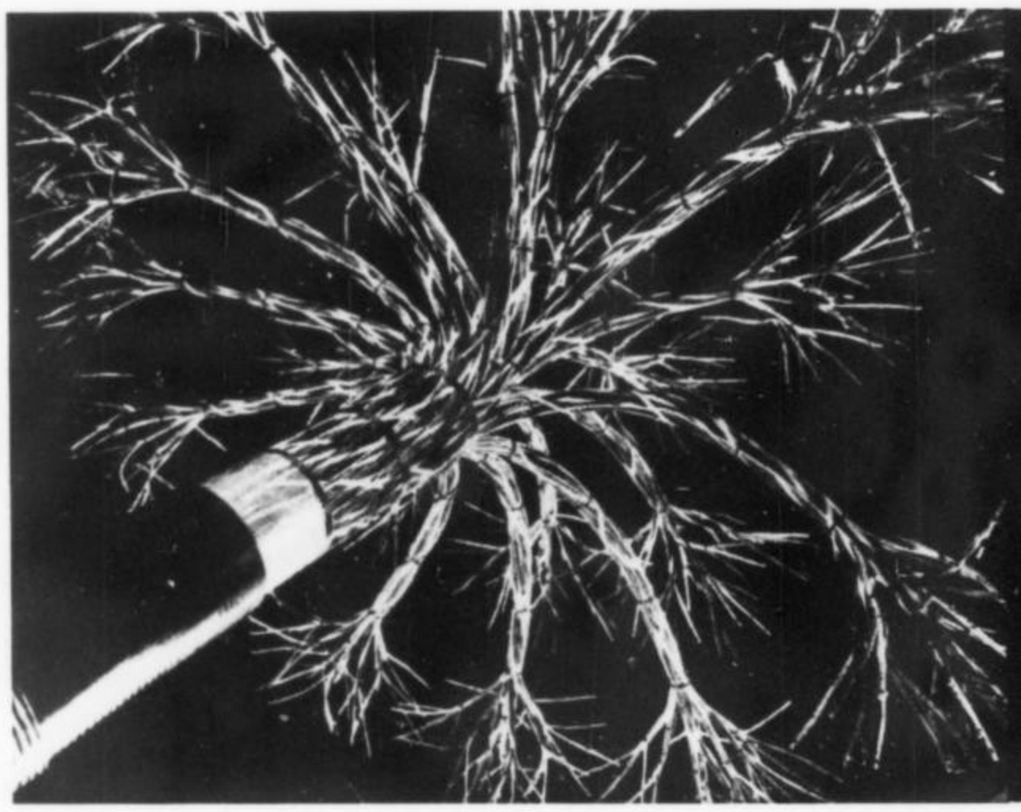
■ **Hifzi Topuz**



Drawing © J. Lagarrigue, Paris

(1) Television Traffic—a One-Way Street? *by Kaarle Nordenstreng and Tapio Varis, Unesco, Paris 1973.*

Telecommunications technology has made great strides in recent years, and the volume of traffic that can be handled simultaneously is now enormous.
Right and far right: the fanned out end of a new telephone cable, 8 cm in diameter.
It contains 2,000 pairs of copper wires, each of which is capable of carrying a separate telephone connexion.



THE NON-A
POOL

by Pero Ivacic

NEWS exchange, the basis of relations among news agencies, is more important today than ever before.

In recent years, news exchange has become accepted practice for most news agencies in the non-aligned world. January 1977 marked the second anniversary of the creation of the system known as the "Pool" —a multichannel flow of news reports and information between these agencies.

The idea of the Pool grew out of the awareness that the circulation of news reports and information about and among the non-aligned countries was insufficient and lagging far behind the relations developing among them at the political and economic levels.

Current efforts to build a new international economic order inevitably stimulated initiatives for change in the structure of information, which for decades had been based on a one-way flow of news from the developed to the developing countries under the influence of a small number of news agency giants in the developed world.

On the basis of recommendations adopted at the Fourth Summit Conference of Non-Aligned Countries held in Algiers in 1973, bilateral exchanges of views took place between the news agencies of some ten non-aligned countries concerning possibilities of joint action to change the existing situation.

PERO IVACIC, *Yugoslav journalist, has been Director-General of the Yugoslav national news agency Tanjug since 1968. He was previously with Tanjug as a reporter, foreign correspondent and editor-in-chief.*

**Tanjug, the Yugoslav national news agency, launched the collection and redistribution of news reports among the non-aligned countries in January 1975.
Right, a crossroads in Belgrade, capital of Yugoslavia.**

Photo J.-P. Bonnotte © Gamma, Paris

**Today, over 40 news agencies in non-aligned countries of Africa, Asia, Latin America and Europe are pooling their resources for the exchange of news reports and information.
The recommendations which led to the creation of this news agency "Pool" were adopted at the Fourth Summit Conference of Non-Aligned Countries, in Algiers, in 1973.
Right, the Conference Centre where this historic step was taken.**

LIGNED COUNTRIES· THEIR NEWS

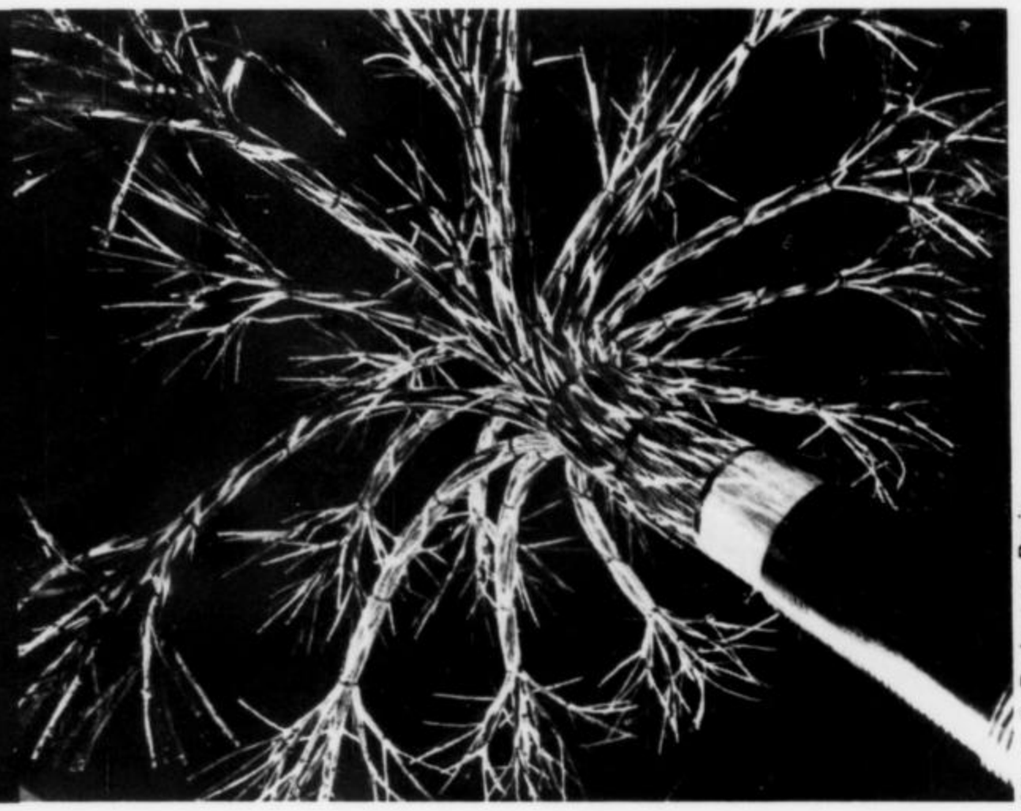


Photo © Parimage, Paris

Photo G. Peretz © Magnum, Paris

Full agreement was reached and in January 1975 the Yugoslav news agency, Tanjug, launched the collection and redistribution of news reports among the non-aligned countries.

This was a modest start. Many difficulties lay ahead, and some of them persist even today. One of the greatest is undoubtedly the low level of development of national information media and a corresponding inadequacy in their technical facilities.

Many of the countries which welcomed this initiative with most enthusiasm still face the problem of how to ensure sufficiently speedy reception and retransmission of daily news reports from or to the regional points of the Pool which redistribute reports to the news agencies of the other non-aligned countries.

Even in its early stages, however, the exchange of news reports and information among the news agencies of the non-aligned countries provoked an immediate reaction. At all subsequent meetings of the non-aligned countries, it was given full support.

It was generally agreed that news agency dispatches, when promptly transmitted and authentic in content, are unsurpassed in immediacy and effect as announcements of events as they occur. Together with subsequent news agency reports, they make an instant and incisive impact on public opinion.

The initial dispatch is the precursor and often also the basis of articles, commentaries, features and even more extensive coverage. Therefore, it is understandable that the major international news agencies should seek to maintain a world-wide presence through high-speed, well-presented news reports prepared with enviable professionalism.

But it is equally understandable that the non-aligned countries, most of which committed themselves to the development of their own information media at the height of their struggles for liberation, indepen-

dence and emancipation, should wish to make their voice heard. These aspirations gave birth to the vision of joint action which has now materialized as the Pool.

The Pool was officially constituted at the meeting of information ministers and news agency directors of 62 non-aligned countries held in New Delhi in July 1976. At this meeting, the Pool's statute was adopted and a co-ordination committee formed. All the resolutions of the meeting were endorsed a month later by heads of State or government at the Non-Aligned Summit in Colombo (Sri Lanka).

The first meeting of the Pool co-ordination committee, held in Cairo in January 1977, noted that more than 40 news agencies in Africa, Asia. Latin America and Europe were already contributing actively to the news flow of the Pool, and that since 1975, national news agencies had been formed for the first time in 16 non-aligned countries. Five news agencies were already functioning as regional or multilateral collectors and redistributors of news reports and information from other agencies participating in the Pool.

FURTHERMORE, 1976 had seen an exceptional number of international gatherings in the information field which were of particular importance to the non-aligned countries. These meetings ranged from a symposium on information in Tunis, a seminar in Mexico, the New Delhi conference, and an Arab-European news agencies' meeting, to the Unesco General Conference in Nairobi, where information and especially the non-aligned news agencies' Pool were examined in detail.

At its Cairo meeting the co-ordination committee was thus able to assess that the Pool had rapidly developed during 1976 and that this new form of multilateral co-operation among the non-aligned countries in matters of information had made great strides.

The Pool is a tangible example of co-operation among equals, on a voluntary and democratic basis. From the outset, it was never conceived as a supra-national news agency of the non-aligned countries.

We believe that it will help to enhance mutual knowledge among the non-aligned countries and to reinforce their unity. We are also fully aware that the non-aligned movement is in no way a monolithic block, nor in any way subject to the will of a single centre. It is a movement marked by great diversity, but also by strong, identical interests.

The manner in which the Pool functions is the best proof of its democratic basis. A news agency is considered as a participant if it transmits its selection of news reports to one or more of the Pool's collector-redistributor news agencies.

The process involved is simple. Each participant agency transmits by the means at its disposal—teleprinter, telex, airmail—one or more of its news reports daily to a Pool redistribution centre.

EACH agency selects which reports it will send to the Pool. A redistributing news agency translates the reports it receives into the languages in which it usually transmits abroad, scrupulously respecting the substance of the news received.

Tanjug, for example, redistributes a six-hour daily total of news for the Pool in French, English and Spanish. Its average newscast for the Pool contains between 30 and 40 items from the news services of national news agencies of the non-aligned countries and also from Unesco and the Office of Public Information of the United Nations.

The constantly increasing number of news agencies ready to function as collector-distributors is particularly encouraging. In addition to the five agencies which had accepted this responsibility up to the time of the co-ordination committee meeting in Cairo, nine more have expressed their readiness to include Pool news in their regular foreign newscasts.

This concrete form of co-operation among the non-aligned is in no way viewed as a challenge to or competition with existing news reporting systems. The Pool's function is to fill the previously existing vacuum in the international information system, and it is in this sense that it becomes increasingly attractive.

If it is to develop, the Pool will require the support and willingness to co-operate expressed during the Unesco General Conference in Nairobi. The Pool's co-ordination committee is in favour of using any resources Unesco may make available for its development, to provide assistance—in the first place—to the least developed news agencies in the non-aligned world, in other words. to developing countries planning to form their own national agencies.

Although the Pool and the agreements reached in New Delhi received wide coverage in the press of many countries, with favourable responses and objective assessments, certain of the mass media in the highly industrialized countries reacted with unease, and attempted to belittle the Pool and distort its true nature.

It was claimed that the non-aligned countries were forming a news agency with the intention of imposing a monopoly and censorship in the reporting of news in their countries, that this was an attack on the free flow of news and information, and so on.

It is patently absurd to maintain that the non-aligned countries intend to create a monopoly in the news agency world.

Even if they had the material, professional and technical capacities to do so, this would be impossible, because the entire force and attraction of the policy of non-alignment lie in its uncompromising fight against all types of monopoly and domination.

The non-aligned countries are engaged in this form of co-operation as part of their quest for ways of strengthening their own information media and promoting a better flow of information so that public opinion in their respective countries and beyond may be better informed.

IF this is felt by some as a threat to their interests and positions, the cause is not in any design to seek a confrontation with existing highly developed systems, but rather in the objective clash between differing concepts: a clash which occurs, furthermore, in many other domains of political and economic relations throughout the world.

The publication rate of items from the Pool newscast is still modest, but it is improving daily. The quality, substance and presentation of the material provided is also constantly improving, while an increasing number of news agencies of non-aligned countries are actively participating in the Pool.

Thus, the principle of the Pool, widely accepted by the non-aligned countries during the first two years of its existence, is now becoming a reality. Interest in the Pool has also been shown by several news agencies and other bodies concerned with information outside the non-aligned world, where the Pool is increasingly making its presence felt in the mass media.

It is obvious that a new dialogue has begun in international communication, and that the process of building a new international information system is under way. Difficulties clearly lie ahead and change will not be rapid, but the process which has been initiated cannot be arrested or reversed.

The best contribution to the quest for the most widely acceptable solutions will be to continue the dialogue among all those who have an interest in the world of information—a dialogue which must take place between equals.

■ **Pero Ivacic**

Drawing Cardon © *Journal des Journalistes*, Paris

A VOICE FROM THE THIRD WORLD

Towards a 'new world order of information'

by Ridha Najar

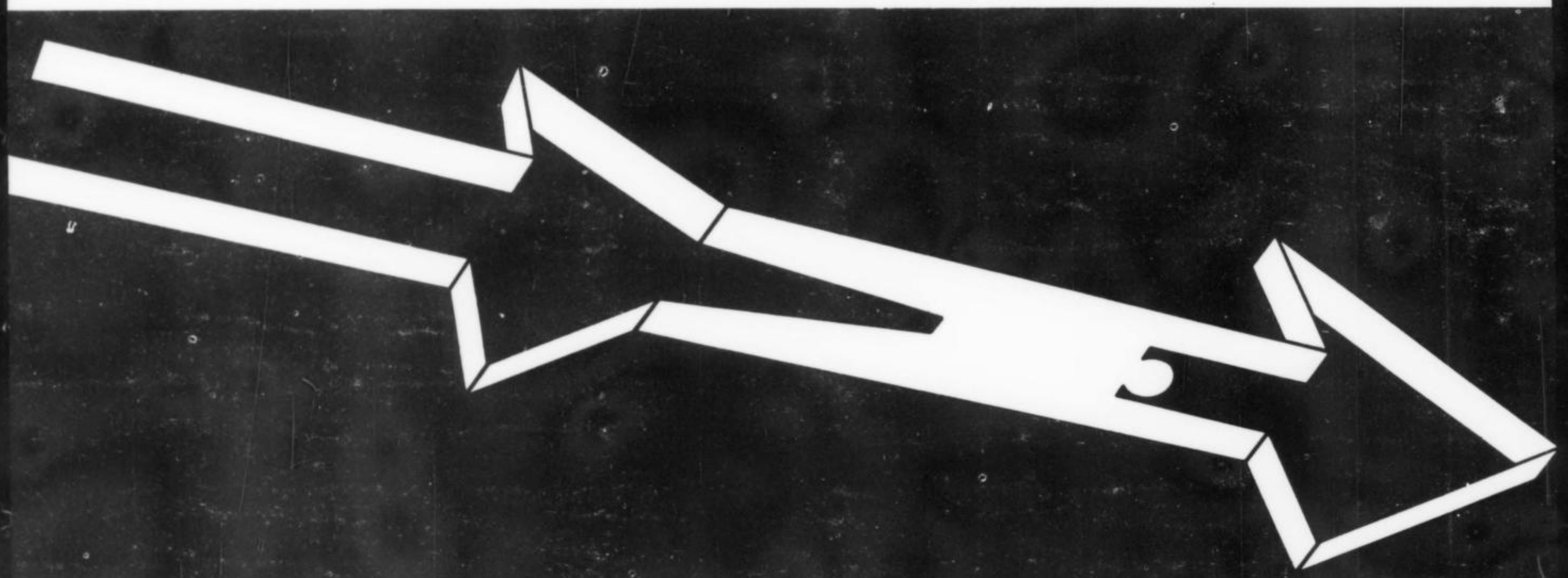
RIDHA NAJAR, *Tunisian journalist and sociologist specializing in the field of information, is attached to the Institut de Presse et des Sciences de l'Information (Press and Information Sciences Institute) in Tunis. He has been technical adviser to the Director-General of the Tunisian Radio and Television Service and editor-in-chief of Tunisia's television news.*

INCONTESTABLY, 1976 was the year in which the problems of information and communication became world-wide issues. A whole series of conferences, symposia and meetings on these subjects launched a major debate and the issues were fully aired at the 19th session of Unesco's General Conference last November in Nairobi, Kenya.

Today the countries of the Third World are demanding a "new world order of information". What does this expression mean? What are the immense stakes in this debate, which poses questions that are at one and the same time cultural, economic and political?

How can the countries of the Third World take the first urgent steps to improve communication between themselves? How can they help to limit the quantity of "one-way information" which for years has relegated them to the role of consumers without calling in question the very principle of a free, balanced (and thereby fruitful) exchange of information between nations?

How will it be possible progressively to achieve the "balanced flow of information" of which so much is ▸



Drawing from *Graphis*, Zurich © Shigeo Fukuda, Tokyo

Detail from a poster by the Japanese artist Shigeo Fukuda

heard today, as a means of achieving better communication between peoples, and hence promoting greater international understanding and world peace, which is so often jeopardized by major historical and cultural misunderstandings?

The preamble to the resolution submitted by Tunisia on behalf of the non-aligned countries at the General Conference in Nairobi points out that Unesco has a contribution to make in "liberating the developing countries from the state of dependence resulting from specific historical circumstances which still characterizes their communication and information systems."

Just as people once referred to "political and economic decolonization", they now speak of the "decolonization of information" which is inseparable from the achievement of a new universal humanism founded on dialogue and mutual respect.

The developing countries continue to "consume" world information as it is conceived in the main by the industrialized nations.

This information tends to maintain the people of the Third World in a state of alienation. It also keeps the peoples of the Western countries in a dangerous state of ignorance regarding the realities of the Third World countries, lulling them with the complacent assumption that Western industry, technology and culture, in short, Western civilization as a whole, are superior.

A serious matter, and one which lends itself to all kinds of misunderstandings, is that in the name of a certain concept of the "freedom" and "free flow" of information, most of the large Western news agencies consciously or unconsciously disseminate information which is fragmentary, schematic and frequently distorted concerning the complex realities of the developing countries.

Conversely, the information which they distribute in the Third World countries is sometimes dangerously loaded with the overtones of alien cultures.

The Report of the Symposium of Non-Aligned Countries on Communication, held in Tunis in March 1976, goes as far as considering that, for these international agencies, information is "a commodity... in whose processing and transmission intervene considerations which tend to perpetuate a system of domination in which the authentic interests of the developing countries are consistently ignored or misinterpreted".

Is it surprising therefore that the citizen of the Third World ends up by accepting the vision of himself presented by the mass media?

The technological superiority of the industrially developed countries is constantly growing as a result of modern progress, and their media networks deluge the Third World countries, which are far less well-endowed with technical equipment and trained personnel, with their own brand of information.

There is no point in even mentioning communication satellites. Their "use by developing countries is subject to the will of those who possess the advanced technology, and by it can decisively influence the economic, political and social reality of the developing countries" (1).

(1) *Report of the Symposium of Non-Aligned Countries on Communication, Tunis, March 1976.*

This, then, is the state of the world as far as information is concerned. In the 1970s it has forced the Third World countries to make a harsh appraisal of their position.

The newly-independent countries, believing that they had defeated direct colonialization, realized that their development remained in jeopardy, that their demands for a new economic order could not make themselves heard, and that their cultural identity could never be achieved without a substantial change in the world system of disseminating information.

What is the solution to this problem? How can better communication between the countries of the Third World be established? What measures will help to achieve a more balanced flow of information between North and South, and vice versa?

In an attempt to find an answer to these interrelated questions, let us consider the action taken by the non-aligned countries (see also article page 18).

Meeting in Algiers, in September 1973, the Fourth Summit Conference of Non-Aligned Countries recommended that a joint plan of action should be worked out in the field of communications.

An international symposium concerned with ways and means of developing the flow of information between the non-aligned countries was held in Tunis in March 1976. The recommendations adopted at the symposium lay in two main directions:

- the consolidation (or creation) of telecommunication networks, initially at the national and later at the regional and continental levels;

Bertolt Brecht and Unesco on communication

Bertolt Brecht (1898-1956), the world-famous German playwright and poet, wrote in his *Theory of Radio* (1927-1932) :

"Here is a proposal designed to transform the way radio is used, and thus to reveal its constructive aspects: it must be transformed from an instrument of distribution into an instrument of communication. Radio could be the most remarkable instrument of communication imaginable in public life, a vast network of communication-channels. Or rather, it could be such an instrument if it were capable not only of sending out but also of receiving; not only of getting its audience to listen but also of getting them to speak; not of isolating them but of bringing them into contact with their fellows. If this is to come about, radio must cease to be simply a provider and organize a supply furnished by listeners themselves".

Bertolt Brecht, Schriften 2 (Zur Literatur und Kunst, Politik und Gesellschaft) *(Writings 2, On Literature and Art, Politics and Society).*

It is interesting to compare Brecht's ideas with those set out in Unesco's *Medium-Term Plan (1977-1982):*

"Although the notion of 'the free flow of information' goes back some 50 years, it has been invoked as a concept... only since the end of the Second World War... Although the word 'communication' was already current at that time in English-language texts, what was meant, in fact, was a rather one-sided dissemination of information. It was only much later that there emerged the concept of communication in its true sense (from the Latin *communicare:* to make common, to share) no longer implying merely an active transmitter and a passive receiver, but allowing for feedback from the latter of a kind to modify the behaviour of the former or, better still, requiring the active participation of all concerned in the communication process, which thus becomes a pluri-dimensional flow of information with multiple feedback."

- the development of co-operation and exchanges between the non-aligned countries in all branches of communication: news agencies, the press, radio and television, news films, the cinema, exhibitions, festivals, tourism, research, the training of personnel and so on.

Implementation of the first set of recommendations would help to bridge the technological gap between the industrialized countries and those of the Third World.

The second group of directives invites the non-aligned countries to produce their own information and circulate it amongst themselves in order to counter-balance the essentially one-way flow of information originating in the developed countries.

Far from wishing to supplant or short-circuit the transnational news agencies—even if this were possible—intercommunication between the Third World countries should seek to fill the gaps which those agencies leave (whether intentionally or otherwise), to compensate for their omissions and above all to provide more regular information gathered in the countries which it concerns.

Nothing would appear more justifiable than the demand of peoples for the fundamental right to voice their own preoccupations, and to tell the world about their life, their culture and their efforts to achieve development.

The most important point of all is not merely that this intercommunication should be established, but that information should reach as wide a public as possible.

This will be a long-term task, for it will be necessary to stimulate fresh pockets of interest in a public long accustomed to "consuming" information originating in one part of the world alone. National news agencies, cinema, press, and particularly radio and television will have an important role to play in this respect.

This multi-directional co-operation calls for both adequate equipment and trained personnel, and, together with a general awareness of the situation, a realization of the underlying moral obligations.

Such an awareness now exists. The problems of equipment and personnel were indeed examined at Nairobi by Unesco's General Conference. What remains to be achieved is agreement concerning an international code of ethics in the field of information. Here there will be many difficulties, because points of view still differ greatly, but there are, nevertheless, certain grounds for hope.

At Nairobi, the non-aligned countries tabled a proposal which had the merit of setting the debate within a practical framework. This proposal recommended that efforts be made to create an improved balance in the world flow of information, with the establishment of a vast programme of aid designed to assist the developing countries in extending their information systems.

The proposal was adopted unanimously. It advocated in particular measures to counteract disparities in news transmission rates, and to support regional groupings, news agency pools and national and international unions of journalists.

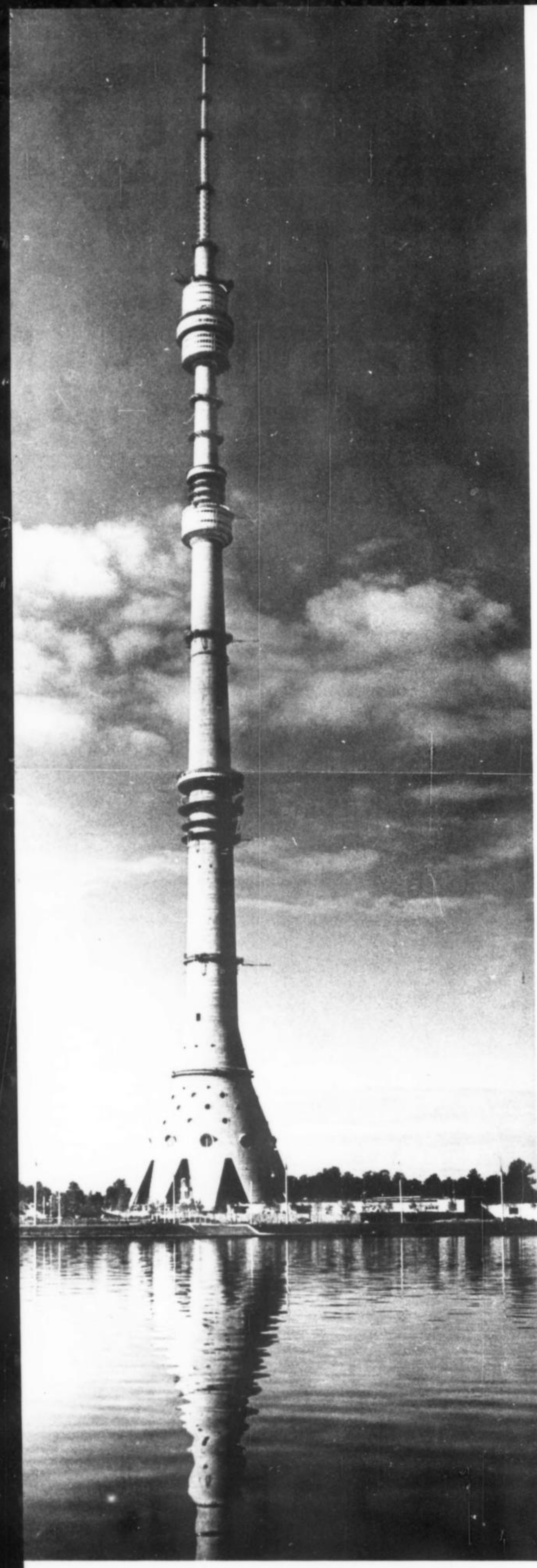
This programme of technical and financial aid to the developing countries, together with the international research programme for communication which has been recommended by Unesco since 1970, should lead to a reduction of the technological gap between the Third World and the industrialized countries.

If information is no longer to be treated as a "commodity", and become instead a "service" at the disposal of all mankind, and if a new world order in the field of information is to be established, the Third World countries must consolidate their information media.

Here again, the problems should be posed in the context of mutually beneficial international co-operation, rather than in a context of sterile confrontation and pointless verbal arguments.

■ **Ridha Najar**

A SOVIET VIEWPOINT



The transmitting antenna of the 533-metre-high Ostankinskaya television tower in Moscow broadcasts directly to receivers within a 120 km radius. Equipped for meteorological observations and the transmission of weather reports, it also handles radio communications for ambulances, fire brigades, radio taxis, etc. in the Moscow area.

Photo © APN, Moscow

by Yassen N. Zasursky and Yuri I. Kashlev

INFORMATION media play an important role in a socialist society. They promote economic and cultural progress, strengthen friendship between peoples and inculcate the highest moral values in the individual.

After the Revolution of October 1917, private ownership of the press and other information media was abolished in the Soviet Union and these media became social property.

The Constitution of the U.S.S.R. provides for both freedom of speech and freedom of the press, which are ensured in practice by putting the workers and their organizations in charge not only of the supply of paper and the use of printing plant, but of publishing works, newspapers, periodicals, radio stations and television transmitters.

Newspapers, periodicals and other publications in the U.S.S.R. are produced by organizations of the Communist Party, trade unions, women and young people, and by artists' societies, collectives formed by academic institutions, factories and State farms. Thus we have in the Soviet Union a press which serves the workers and we can therefore say that the mass information media are at the service of the entire people.

YASSEN N. ZASURSKY, *Dean of the Faculty of Journalism at Moscow University, has participated in a number of international meetings sponsored by Unesco and other international organizations in the field of mass communication.*

YURI I. KASHLEV, *Soviet journalist and historian, was a member of the U.S.S.R. delegation at the nineteenth session of Unesco's General Conference at Nairobi (Kenya) in 1976.*

In this way, genuine freedom of the press—freedom for the working masses—is achieved, a situation quite different, of course, from that which existed in Tsarist Russia and about which Lenin wrote as follows: "Freedom of the press in the capitalist world amounts to freedom of *buying* newspapers, buying writers, *bribing* and 'fabricating' public opinion *in favour of the bourgeoisie*. This is a fact no one will ever be able to deny."

The October Revolution provided the masses with wide access at first to newspapers and periodicals, and later to radio and television broadcasting. Every Soviet citizen has the chance to express his views in a newspaper or periodical, or to participate in radio and television broadcasts.

Half the space in every newspaper is devoted to contributions from workers in industry and agriculture and all letters received by the editors are carefully considered. Moreover, it is now true that any Soviet citizen, of whatever nationality he may be, can write a letter or send information to a newspaper, because he is literate, educated and possesses a broad outlook enabling him to make his own judgements about life.

All this is despite the fact that only 60 years ago there were vast regions of almost complete illiteracy in Russia, particularly in its remoter areas.

This is how a socialist society establishes and safeguards the right of every individual to participate in the activity of the mass media.

It would be no exaggeration to say that millions of Soviet citizens have been able to express their views in newspapers and periodicals, on radio and television, thus helping to lay the foundations of the policies which were adopted and approved by the recent 25th Congress of the Communist Party of the Soviet Union (CPSU).

Thus, the broad masses of the workers are involved not only in the social and cultural life of the country but also in the creation of public opinion, which is the affair of each and every individual.

When discussing this involvement, one must bear in mind the scale on which mass information has developed in the Soviet Union in the space of a few decades. Today in the U.S.S.R. there are almost 8,000 newspapers with a total circulation of more than 168 million copies per issue, together with 4,726 periodicals and magazines, which have a total annual circulation of almost 4,000 million.

The circulation of such leading newspapers as *Pravda* (the organ of the Communist Party) or *Komsomolskaya Pravda* (the organ of the Communist Youth League) exceeds 10 million copies. For every Soviet family there are on average more than four periodicals and one out of every four books in the world is published in the Soviet Union.

In addition, the U.S.S.R. possesses 370 long-range and 1,400 other television relay stations, together with more than 60 reception stations linked to the "Orbita" space communication system. Finally, the population owns more than 60 million televisions and more than 110 million radio sets. And these num-

Mass media in the U.S.S.R. have been entrusted with great responsibilities in the educational process, which combines specialized with all-round training. During their time at university, many Soviet students travel vast distances across the country to participate in major industrial, hydroelectric and railway construction projects. Here, young people from many regions meet in a Central Asian Republic.

Photo Unesco Courier

bers have certainly not yet reached their maximum.

Soviet journalists consequently have at their disposal an instrument of enormous social, cultural and psychological potential; people and society have a right to demand from them a high degree of responsibility, especially during the present period of "information explosion".

The distinguishing feature of journalism in a socialist society is its humanist attitude, displayed in its concern with the inculcation in people of the highest and noblest human qualities. Soviet journalism constantly devotes itself to the aesthetic, ethical and artistic education of Soviet people, and to preparing them for practical daily tasks. At the same time, it is concerned to criticize greed, selfish individualism, proprietary instincts, and so on.

Journalism in a socialist society also pays particular attention to the consolidation of international friendship. Newspapers in the Soviet Union, for example, are published in the 56 languages of the peoples of the U.S.S.R., including some which were not available in written form to their peoples during the Tsarist era, and in nine foreign languages.

In a socialist society, the dissemination of ideas which instigate racism, war or racial division between peoples is forbidden and is specifically prohibited by legislation.

We must also remember that journalism in a socialist society is not subject to commercial pressures; sensationalism is therefore quite foreign to it. Socialist journalism is not a means of enriching some publisher or journalist, it is not an object of commercial transaction and is in no way dependent on sponsors.

Soviet journalists, while enjoying the freedom of the press set forth in the Constitution, are conscious of their responsibility to the people. They realize that the words they use—truth, progress, humanism—should contribute positively to the struggle for peace and mutual understanding between peoples. In socialist societies, the notions of freedom and responsibility are inseparable.

Now let us look at the international aspect of the problem of the dissemination of information.

The statistical yearbooks of Unesco reveal that in the world today there are in total about 922 million radio receivers and 350 million televisions, while many thousands of newspapers, together with about 1,500 new books, appear every 24 hours. Through these channels, hundreds of millions of people daily learn about international politics and the life and culture of other peoples.

But precisely what do they learn? And who decides what they are to learn? Here again, we are dealing with a problem of fundamental importance, which has several aspects.

Firstly, in the developed countries of the West, the overwhelming majority of the means by which information is collected, formulated and transmitted belong, as everyone knows, to a comparatively small section of the population. Obviously, therefore, it would be naive to maintain that these people are concerned only with the *dissemination* of information and make no attempt to influence its *content*.

Internationally as well, the information media are dominated by a handful of giant news agencies and radio and television companies. A specific category of people in Western society thus exerts a disproportionate influence on the content and the tendency of the information distributed throughout the world, while the benefit or the harm which this influence may bring to the cause of peace and mutual understanding depends on the political stance of this minority.

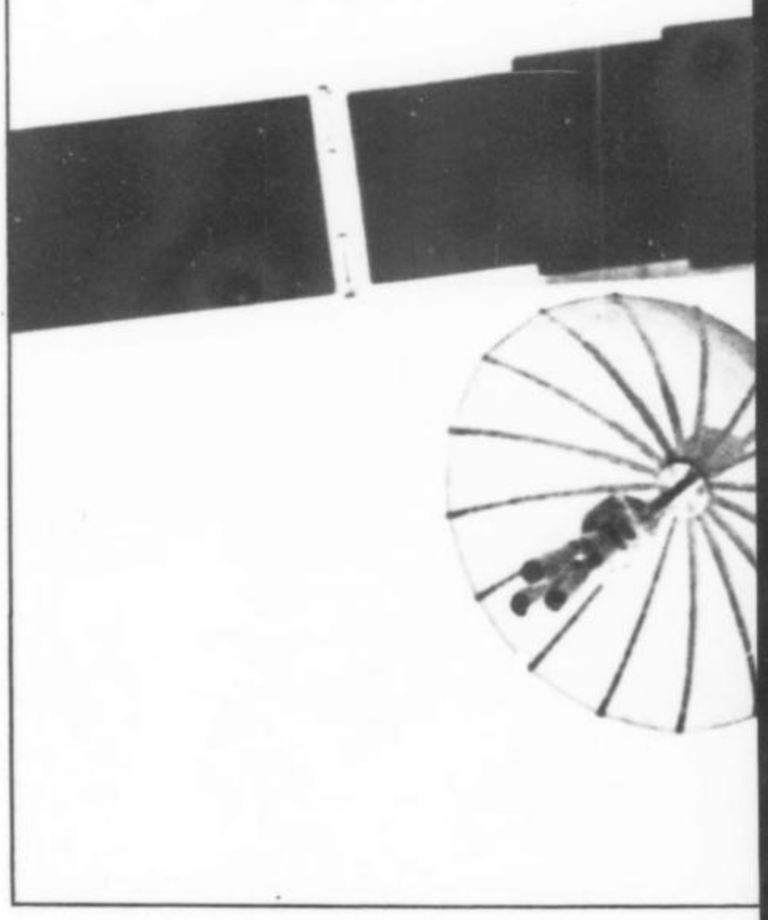
Secondly, one must face up to another regrettable fact of the modern world, namely the existence of so-called "psychological warfare" and all its trappings. The world information media are littered with the remnants of the "Cold War", in the form of various radio stations, organs of the press and publishing houses, which interfere in the internal affairs of other peoples. These constitute an obstacle to the development of good international relations in the field of information.

Thirdly and finally, there is an enormous imbalance in the distribution of information and of the mass media themselves throughout the world. This is a relic of colonialism: information media are overwhelmingly concentrated in highly developed States, while the majority of developing countries, which do not even possess modern systems of communication of their own, can make only a meagre contribution to the international flow of information.

Unesco experts have calculated that the Third World, in which the majority of mankind lives, receives 100 times more information than it transmits to the Western countries.

With increasing frequency, the leaders of the developing countries are calling attention to this dangerous anomaly, which has been described as "information imperialism". At the Fifth Summit Conference of Non-Aligned Countries in Colombo (1976), the participants noted that the establishment of a new international order in information was no less urgent a task than the establishment of a new international economic order.

So, on the one hand we are faced with serious problems relating to the dimensions of the international spread of information while, on the other hand, there is a clearly increasing demand for the exchange of information. This demand stems not only from scientific and technical progress, but also from the growth of economic and cultural ties between different peoples in the period of détente. It is against this background that we must ask how the links between States can and must be developed in such a complex and sensitive area.

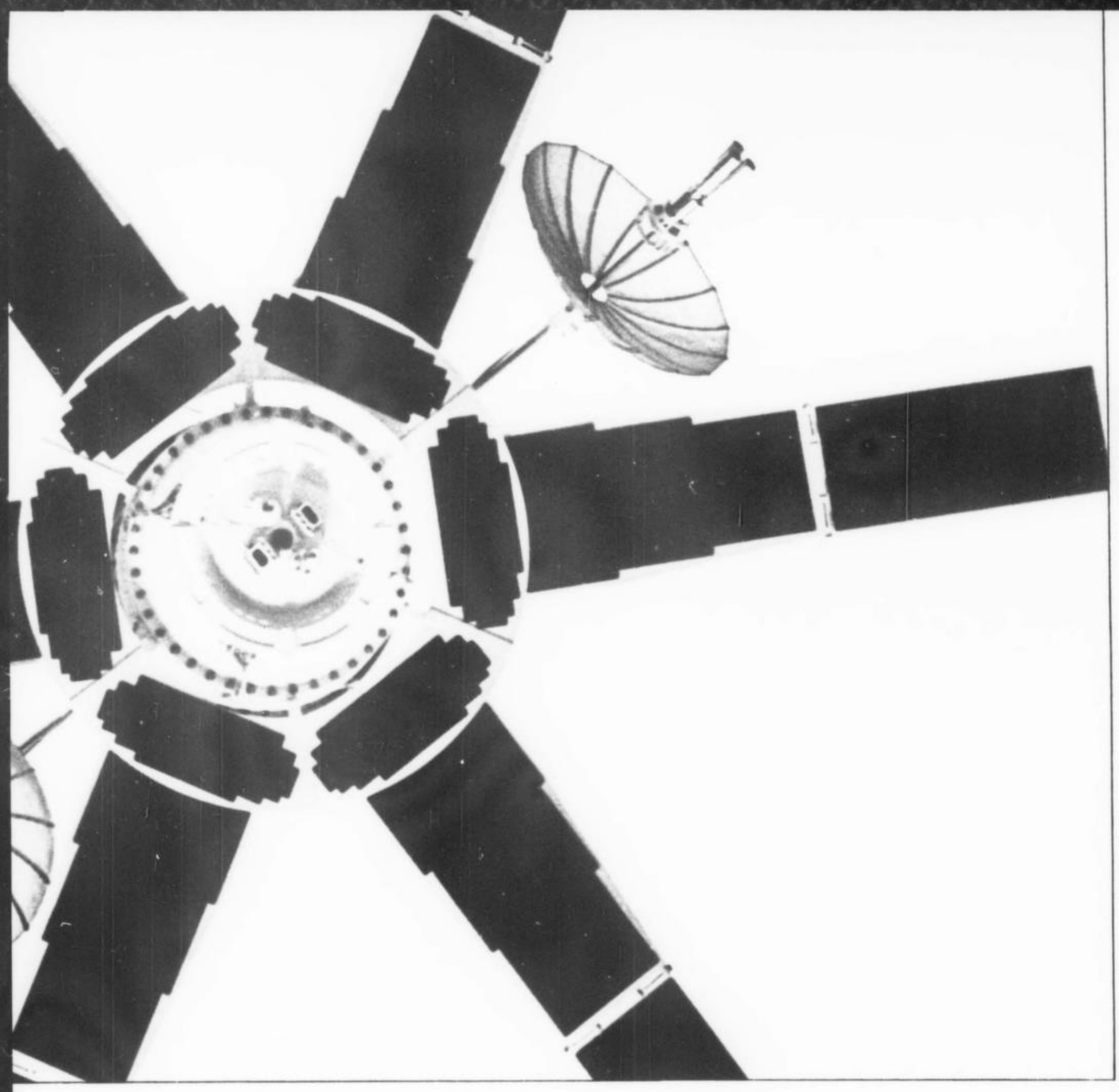


Clearly, the concept of a "free flow of information", in the one-sided way in which it is so often treated, cannot serve as the basis for such international development.

As is well known, the freedom of one individual ends where the freedom of another begins. The concept of an unconditional "free flow" disregards the national sovereignty of States by implying that they are obliged to open all their doors to any information from abroad, even that which is unfriendly or hostile and has a harmful influence on young people.

The "free flow" concept is also at variance with the legislation of countries such as the U.S.S.R. whose laws prohibit propaganda for war and racial or national strife, and attacks on the dignity of peoples.

Furthermore, many international documents, (including the International Covenant on Civil and Political Rights, Articles 19 and 20), provide for restriction of the free dissemination of information when the latter constitutes a threat to national secu-



The Soviet satellite Molniya-1 forms part of the "Orbita" space communication system which covers the territory of the U.S.S.R. and serves in the exchange of telephone and telegraph communications, as well as television programmes, with systems operated by other countries.

Photo A. Pushkarev © Tass, Moscow

rity or to public health or morals, when it consists of propaganda for war or when it advocates national or racial hatred.

Freedom of the press at the international level must therefore take into account two important factors.

The first of these concerns the responsibility of the mass information media and those engaged in communication. The information disseminated must not provoke hostility between peoples, nor must it provoke war or colonialism. It should help to create mutual understanding between peoples and the spiritual growth of the personality.

The second consideration is that, in order to achieve a truly free flow of information, all peoples must have the opportunity to make their voices heard.

Both these problems—the responsibility of the media themselves and the correction of the existing disequilibrium in the circulation of information—are now central to the preoccupations of society, journalists and international organizations. Indeed, matters related to the dissemination of information have already been discussed at a number of top-level international conferences.

At the Conference on Security and Co-operation in Europe, held in Helsinki in 1975, the heads of 35 States reached agreement on co-operation in the sphere of information with a view to furthering the cause of peace, mutual understanding and the enrichment of the human spirit. It was also agreed that this co-operative effort would be based on the fundamental principles of equality, respect for sovereignty, non-interference in the internal affairs of other peoples, and respect for human rights and basic freedoms.

Implementation of the relevant provisions of the Final Act signed at Helsinki has already led to an increasingly wide dissemination of information in the signatory States and to the improvement of professional conditions for journalists.

The principles of the international dissemination of information, together with the problems of responsibility for the mass media, have recently been discussed at conferences of developing countries—in Tunis, Costa Rica, New Delhi and Colombo.

Unesco's extensive work in the information field is most valuable. For several years now, the Organization has been working on a draft "Declaration on fundamental principles governing the use of the mass media in strengthening peace and international understanding and in combating war propaganda, racism and apartheid".

This draft not only establishes that "freedom of expression, information and opinion are fundamental human rights" and that "States should encourage the freer and wider dissemination of information", but refers also to the particular responsibility borne by the mass media in promoting mutual understanding between peoples. Finally, it points to the necessity of supporting the establishment of national mass media in the developing countries and the training of their personnel.

The document sparked off lively discussions at Unesco's recent General Conference in Nairobi. The press of certain countries distorted its contents, claiming that it proposed State control over the mass media.

Many other interesting projects are included in Unesco's plans for the next few years, including some concerned with assistance to the developing countries and research into the concepts of balance and responsibility in the media.

In conclusion, we must recognize that life itself compels us to take a fresh look at the problems involved in the international circulation of information, the relationship between freedom and responsibility, content and balance, and all other aspects of this twentieth-century phenomenon, the mass media.

■ **Yassen N. Zasursky**
Yuri I. Kashlev

The mass media and society

AN AMERICAN VIEWPOINT

by William G. Harley

COMMUNICATION in any society, together with the kinds of systems through which it will flow, will differ according not only to that society's degree of national development but also according to the entire range of its cultural, social, economic, and political values and traditions.

A major tradition of the Western industrialized nations is the conviction that a free press is vital to democratic government. Such protection is accorded to the press because the free flow of ideas and information among individuals as well as States is essential undergirding for the people's right to know and understand so that they can govern themselves.

A free press (including electronic journalism) serves three major functions in such a system of government.

First, it acts as a major *information source.* It provides the raw material from which free men and women form opinions and make choices. The media offer ever-present means for every individual to keep abreast of events at home and abroad, to be aware of what is going on about him and what may be expected, and to select from a wide range of competing opinions on matters of common concern.

The media also arouse public interest and increase public understanding by explaining complex issues in such a way, as the BBC's Charles Curran once put it, "as to reduce the extent of incomprehension of the basic facts of our society." The media's information function is therefore an essential element in a democratic political process. This function includes the dissemination not only of ideas that have broad acceptance but of minority views as well.

Such views have often through time and discussion become those of the majority; in any case, the right of individuals or groups to dissent from the ideas held at any particular moment by the majority must be protected and preserved.

Second, an unshackled press serves as a *monitor,* observing and reporting on the activities of government as ombudsman for its citizens.

Operations of government are too complex for individual citizens to follow closely. A free and independent press serves this function for them by constant scrutiny of how authority is exercised, thus serving as a vital check upon government and against the abuse of powers by any one group over any other group. Thus, a free press is a safeguard of all other freedoms.

Third, the press serves as *liaison* between a State and its citizens. It serves the latter as a sounding board, permitting them openly to voice criticism and complaints as well as suggestions. Government cannot function without constant two-way communication with its citizens.

Not only do the media provide channels for a constant flow of information to the people about the services and plans of government, but also through a variety of feedback devices, they allow government to be continually informed of the people's opinion of its performance. A fully informed public is the only reliable basis for ensuring that a government of any country is responsive to the public will.

An important role played by the electronic media in the political process consists in providing opportunities for the electorate to see and hear candidates and arranging for the "live" transmission of sessions of legislative and administrative bodies where the people's business is being transacted: broadcasts from legislative bodies, city councils, school boards, and public hearings.

Thus, a free press, protected by democratic society, is in turn a bulwark in maintaining the open and effective working of that society.

In addition to the functions of a free press in relation to the political system, the media play important roles in social, cultural, and economic areas. As instructional aids, they supplement classroom teaching, help people to make productive and rewarding use of leisure, and provide a variety of extra-mural learning opportunities in areas where formal education systems have left a void.

The media are a major means of cultural expression and provide a

Photo Frank Horvat © Magnum, Paris

WILLIAM G. HARLEY, *President Emeritus of the National Association of Educational Broadcasters in the U.S.A., is a former Vice-Chairman of the U.S. National Commission for Unesco. He served as Senior Adviser to the U.S. delegation at the 18th and 19th sessions of Unesco's General Conference.*

The functions of the mass media today are constantly being expanded by advances in communication technology, such as television cartridge systems, satellites, cable TV and computers. Above, what the viewer does not see: in an American TV studio, "back-room" staff operate a huge battery of electronic equipment to handle the flow of incoming dispatches during a news programme.

vehicle for enhancing traditional indigenous cultural values as well as for sharing the world's heritage of cultural riches. The advent of miniaturized low-cost production equipment and the spread of multi-channel cable has provided the means for consumers themselves to become producers of a multiplicity of materials and to have new outlets for creative communication with their fellows.

For example, the U.S. multi-channel cable systems provide public access channels through which laymen can transmit materials which they may have produced with home cameras and recording equipment.

In many Western societies, *public* and *private* broadcasting systems coexist. The privately owned media are supported by advertising, which in itself is a major form of communication; moreover, they are important in promoting a free market system and economic growth, since advertising acquaints people with goods and services and generates the mass market that permits lowering costs of production and distribution.

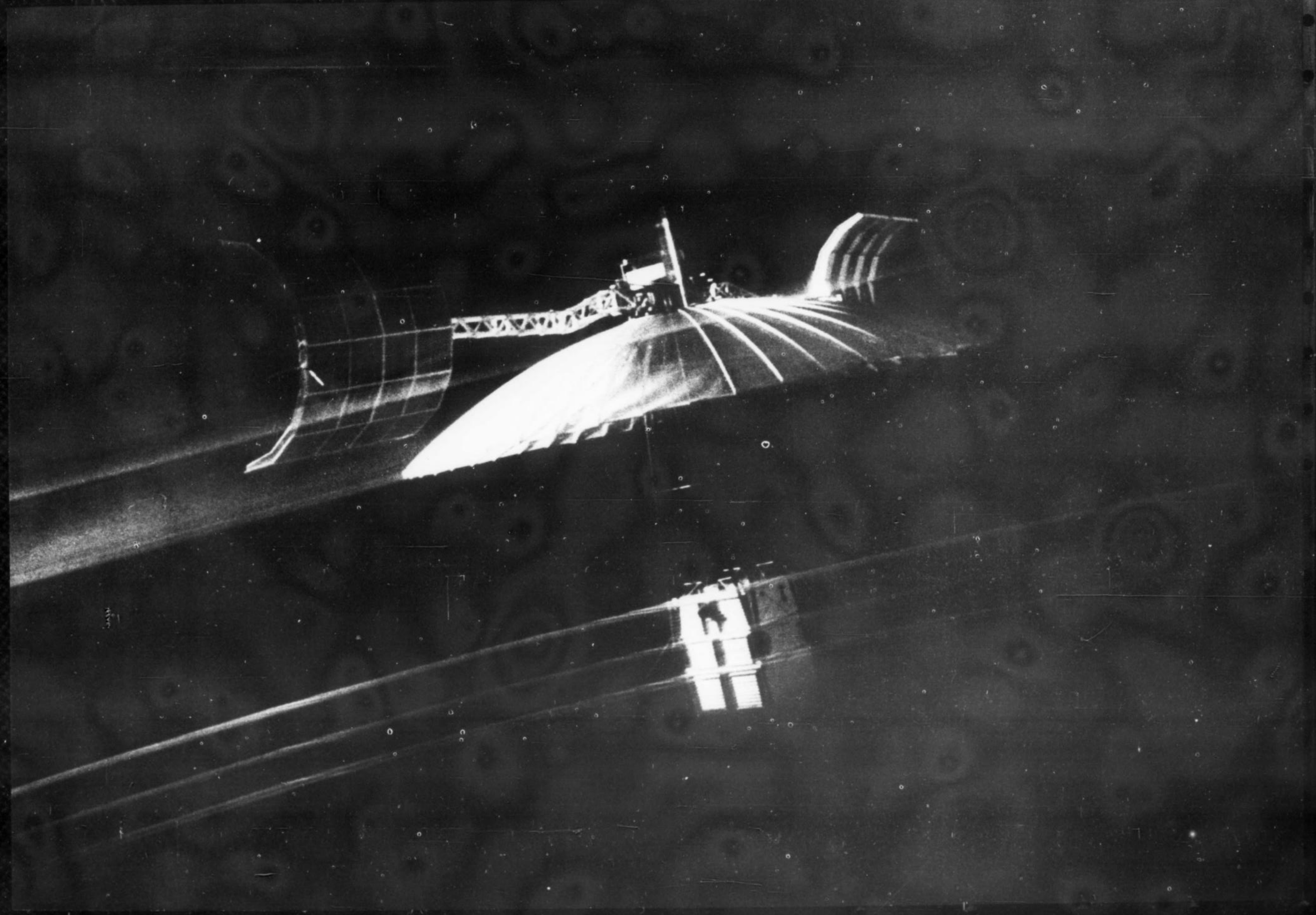
Private media, though motivated by profit, believe, nonetheless, that they serve a higher function—as guardians of the rights of people and as constructive critics of government. Moreover, in order to stay in business, they must compete with one another for public confidence and must maintain credibility and a high level of public service or lose their "customers".

Advertising income helps them to maintain their independence and withstand pressure from government and private interest groups. It also makes possible the establishment by private entrepreneurs of an enormous number of newspapers, magazines and, in several nations, broadcasting stations.

This multiplicity of free and independent media guarantees that no single voice or group of voices can ever achieve predominance. Thus, pluralism constitutes a strong safeguard for a free and democratic society. In addition, broadcasting stations in the United States, for example, grant private citizens and groups the opportunity to reply on the air to the expression of opinions or advertising claims they find questionable or exaggerated.

The familiar "letters to the editor" columns in the newspapers provide a similar right of reply to the printed media. Moreover, the increasing growth and vigour of consumer groups which monitor advertising claims safeguard the public, and the reports of their protests, which the press carry, enhance public sophistication in judging advertising.

Whatever the dangers that could result from concentrated ownership



of media in private hands, it is nowhere so dangerous as leaving to a concentration of government bureaucrats the power to decide what is to be reported and what cannot.

Freedom of the press is an accountable freedom. In return for the assurance of its freedom, the press voluntarily accepts a social and ethical responsibility to demonstrate a commensurate competence and maturity of judgement. The founders of the Government of the United States trusted that such a reciprocal arrangement would be honoured. For 200 years this vital freedom—even though sometimes carried to excess—has been an essential force in keeping that Government stable.

Responsibility and freedom of the press derive reciprocally from the right of an individual in a democratic society to know and understand. The relationship of the individual person and a free society is one not of opposition, conflict, or fear but of mutuality.

Thus, the more the individual is fulfilled, the more society can achieve, and the more society can achieve, the more opportunity there is for individual fulfilment. To make such a cycle succeed, it is essential that the people's right to know and understand be exercised to the fullest extent through the independent operation of the full range of communication technology.

The functions of the media in Western society are continually enhanced and extended by advances in communication technology: television cartridge systems, multiplexing, satellites, cable, lasers, facsimile, and computers.

By constantly exploiting the capacities of new systems and techniques for reproducing, storing, retrieving, and disseminating information and applying them to rapidly changing circumstances, Western nations are able to increase their citizens' capability for rational decision and appropriate responses to events.

New communications technologies make more information available more widely and more quickly; and, because of their greater flexibility and capacity, they also afford improved means through which people can communicate readily with one another and have a more direct involvement in decision-making.

The coming of such advanced technologies as satellites and packet data systems also multiplies the versatility and reach of communications internationally, including the potential of sending audio and video signals simultaneously to every part of the earth. Increasing the amount of communication and the distances it can be sent does not, of course, have anything to do with its quality or social usefulness.

Hence, as the technological potential of the global free flow of information is achieved, it will place great responsibility upon those who produce and distribute programmes and require great wisdom on the part of international bodies and their constituents in establishing principles and agreements that will permit the fullest use of a space communications system for constructive international purposes, used in such a way that its benefits can be shared by both rich and poorer countries.

Otherwise, the overwhelming flow of media from the industralized nations to the developing nations will continue; and the wondrous new developments in communications machinery will only widen and deepen the division of our global village into the haves and have-nots.

Just as domestically the open exchange of ideas and information must be a true exchange if it is to be effective, so, at the international level, sharing the benefits of such advanced technology as satellites should increasingly include opportunities for access to this technology for the purpose of sending as well as receiving.

Moreover, free flow of information internationally can be truly free only if it is two-way. The United States has offered to join other countries with advanced communication capacities in endeavouring to make available, through binational or multinational channels, both governmental and private, assistance to developing countries to help them meet their basic communication needs and thus provide a practical means for them to have their voices heard and to enlarge their participation in the free flow process.

The United States, which has been foremost in communication satellite development, is sensitive to the concern of nations which fear possible abuses by broadcasting satellites, but is seeking a solution which does not abridge the freedom to transmit and receive information.

In this regard, it is championing a principle of freedom that has been internationally proclaimed. It exists in the laws of many countries, in the Declaration of Human Rights, and in other United Nations recommendations and resolutions.

It is the view of the United States, shared by a number of nations, that some sort of policy framework is necessary for the co-ordination of international communications.

The goal of the international community should be to elicit from communication satellite technologies the greatest possible benefits for all and not to risk discouraging their potential for good by imposing strictures that might seriously jeopardize the full development of the most powerful means for world-wide furtherance of free flow, expansion of education, and promotion of understanding.

The potential quantum jump in communication capacity posited by the advent of the synchronous satellite offers the best hope for sharing the world's store of knowledge in such a way as to reduce the widening disparities among nations.

Misdirected, it can become a force for trivialization and deception, exploitation, and disruption. Properly developed through international co-operation that is based upon understanding of both the potential assets and potential liabilities implicit in its application, this most advanced technology of communication can be transformed into a beneficent servant of mankind.

If this promise is to be fulfilled, the prerequisite must be an increased understanding of the concept of a free press throughout the world.

■ **William G. Harley**

A versatile "teacher in the sky", the U.S. communication satellite ATS-6 (left) can transmit programmes to small, low-cost receiving stations on the ground. In operation since 1974, it has been used in a variety of projects for educational broadcasting to isolated communities. In India's Satellite Instructional Television Experiment (SITE), it beamed information on health, nutrition and farming techniques, as well as special programmes for teachers and children, to community receivers in some 2,400 villages.

Photo Barry Blackman-USIS

Unesco's first teleconference by satellite

THE 'SYMPHONIE' EXPERIMENT

Photo Eduardo Barrios — Unesco

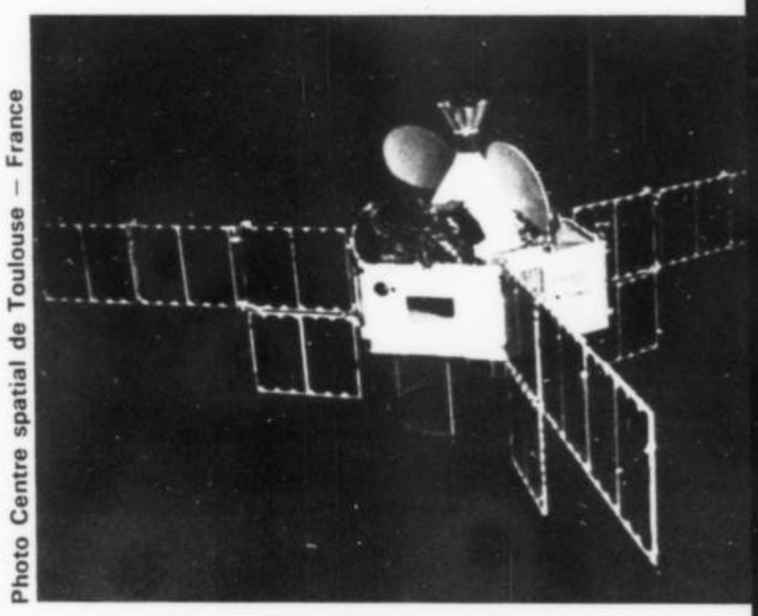


Photo Centre spatial de Toulouse — France

Photo Dominique Roger — Unesco

by E. Lloyd Sommerlad

TELECOMMUNICATIONS will eventually replace travel to international conferences of the future by support staff and, in due course, by participants themselves.

The first successful large-scale experiment in "teleconferencing" provided satellite links between Unesco Headquarters in Paris and the Kenyatta Conference Centre in Nairobi, Kenya, for Unesco's 19th General Conference in October and November 1976.

To the surprise of Unesco staff members and delegates alike, and despite organizational difficulties, the conference, the first to be held away from Headquarters for 20 years, proceeded with almost the same ease and speed as in Paris. This would not have been possible without the satellite.

During the five weeks of the conference, instantaneous communication was provided directly from the Conference Hall in Nairobi via satellite to Unesco in Paris, 6,400 kilometres away. The Governments of France and the Federal Republic of Germany, which have been developing the experimental satellite system called "Symphonie" since 1967, placed it and the necessary ground facilities and technical staff at the disposal of Unesco.

Launched in 1975, the satellite is in geostationary orbit at an altitude of 36,000 kilometres, maintaining the same position in relation to the earth as it rotates. It is currently used for various experiments in the technical, scientific and educational fields.

A small ground station with an antenna measuring four and a half metres in diameter was installed in the grounds of the Conference Centre in Nairobi, and began operating a few days before the opening of Unesco's General Conference. At the other end, radio signals were transmitted from Unesco Headquarters in Paris to an antenna at Pleumeur-Bodou in Britanny (600 km. from Paris) and thence to the satellite.

The objectives of the tele-conference experiment were:

- to determine the extent to which the use of a communication satellite link would enable the Unesco Secretariat and the permanent delegations remaining in Paris to be directly associated with the conference activities and to contribute to them;
- to measure the utility of the satellite's various technical facilities (telephone, telex, facsimile, data transmission, radio and visiophone) for the improvement of conference services (e.g. information, documentation, translations, minute-writing, interpretation) and to facilitate press and broadcasting coverage;
- to evaluate the extent to which retention of certain staff groups at Headquarters would be feasible if similar conferences were held away from Headquarters in the future.

One of the major functions of Symphonie was to relay to Paris the proceedings of three conference meetings taking place simultaneously in Nairobi. Each day's conference schedule was transmitted to Paris by facsimile, and the closed circuit television system at Headquarters indicated where and when the various meetings could be followed.

Staff, delegations and press representatives could thus select the meeting that interested them and listen to the debates in either English or French. These six radio transmissions were also distributed to more

Unesco's General Conference in Nairobi (Kenya) in 1976 was the occasion for a number of experiments in audio-visual communication via satellite. Top, the parabolic antenna in the grounds of the Kenyatta Conference Centre in Nairobi. Centre, model of the French-German telecommunications satellite "Symphonie", which orbits 36,000 km above the earth. Bottom, a "visioconference": in an office at Unesco's Headquarters in Paris, members of the staff and journalists confer with the Director-General in Nairobi. All the participants can see as well as hear each other.

E. LLOYD SOMMERLAD, *Acting Head of Unesco's Division of Free Flow of Information and Communication Policies, is in charge of Unesco's programme on the use of space communication for education and development. He was general co-ordinator of the experimental satellite link between Unesco's Paris H. Q. and its General Conference in Nairobi (October-November 1976).*

than 100 offices in the Headquarters buildings through an internal communication system.

Another important feature of the experiment was the flexibility of the instantaneous communication facilities available. The system provided six telephone lines, four telex circuits and two facsimile machines at each end. An urgent request for information or copy of a document could be received by telephone and within a few minutes the reply could be delivered through telex or facsimile to the central registry in Nairobi.

The facsimile machines, which have great potential for expanded use at future conferences, could transmit a page of typed or printed matter, tables or diagrams in about three minutes. During the conference, some 4,000 pages of documents were transmitted to or from Nairobi. These included the daily Journal of the Conference, press clippings, reference documents and the texts of speeches and reports.

One important experiment involved the transmission to Paris of facsimiles of original texts in one language (e.g. Arabic or Chinese), which were translated into other languages, and then retransmitted in facsimile to Nairobi. A conclusion of this experiment is that it might be possible for Unesco translators to remain at the Paris Headquarters during future conferences held elsewhere.

During the five weeks of the Nairobi conference, more than 2,000 telephone calls and 1,500 telex messages were exchanged via the satellite between staff members or delegations.

Two circuits on the satellite were reserved for a computer experiment. A terminal in Nairobi linked to the computer at Headquarters provided access to stored documentation and administrative information. It immediately answered questions in every field of Unesco's activities.

A permanent radio link between studios in Paris and Nairobi transmitted programmes originating in Nairobi for copying and distribution from Paris. It also permitted direct transmission recording, and the editing of important speeches made during the conference's plenary meetings. This radio link also permitted a series of group discussions between Unesco staff members in Paris and Nairobi.

The most spectacular facility was the visiophone, which was used for one hour a day, during which all other communications were suspended due to the limited radio band available from the small antenna in Nairobi.

Studios in Nairobi and Paris were equipped with monitors like small TV screens and linked by the satellite, permitting face-to-face meetings, with communication both by image and sound. A series of press conferences was organized, debates were held between leading personalities, and there were round-table discussions between members of Unesco's staff.

The visiophone also provided an opportunity for experiments in remote simultaneous interpretation. But, while this was a technical success, the interpreters taking part later expressed the need to see the room and feel involved by the speaker's presence.

The Symphonie experiments demonstrated the utility of direct, large-scale telecommunications in the servicing of distant conferences.

This pilot project was only a beginning. Further technical advances and organizational refinements will allow not merely two, but many points on the earth's surface to be linked for stay-at-home "tele-conferences", while the costs of major international gatherings should be greatly reduced through savings in transport and travel as a result of providing many conference services by telecommunications.

■ **E. Lloyd Sommerlad**

Letters to the editor

HIGH RISE CUT DOWN TO SIZE

Sir,

In his article on self-built homes (*Unesco Courier,* June 1976), John F. C. Turner mentions the demolition of a public housing project in St. Louis, Missouri, incorrectly stating that it was "blown up by the U. S. Army".

In fact the St. Louis Housing Authority, which owned and operated the project, contracted with private companies to carry out an experiment to determine the practicality of reducing the height of several of the 33-storey structures. Although explosives were used during this operation, the final and major demolition was done using more conventional techniques.

Mr. Turner's conclusion that the project was torn down "because management and maintenance had become so uneconomical" is much too brief. The sociological impact of transplanting rural migrants and particularly one-parent families into densely populated high-rise apartments had been overlooked in the rush to house them, and these sociological factors proved as disastrous as the economic aspects of the question.

Charles W. Kunderer
Associate City Councillor
St. Louis, Missouri

WINDOW ON THE WORLD

Sir,

I am a young Cuban, fourteen years old. At present I am in the third year of a five-year course at the teachers' training school in my province. I have always taken a keen interest in current events throughout the world and this is why I enjoy reading the *Unesco Courier* so much.

Alfredo Lima Peláez
Camagüey Cuba

UNDERSTANDING THE BRAIN

Sir,

Bravo for your issue on research into the mechanisms and functions of the human brain (January 1976).

The clear, well-written articles brought a complex, vast and passionately interesting subject within the comprehension of a broad, non-specialist readership.

The issue was indeed "one of the best pieces of popularization of scientific material ever published" as another reader, H. W. S. Philip, put it in a letter published by you in October 1976.

René Camillau
Corneilla, France

AFTER LITERACY, WHAT NEXT?

Sir,

Simoni Malya's article "After Literacy, What Next?" (February 1977 issue) made fascinating reading. Tanzania's experiment in using traditional folk-tales as reading materials for the newly literate seems to me extremely worthwhile, both as a method of following up literacy teaching and as a way of preserving the country's oral tradition.

I was particularly struck by the problems encountered in reproducing the stories in typed and stencilled booklets. Why not go even further and get the newly literate themselves to do the printing? An efficient, easy-to-handle printing system could be obtained relatively cheaply. In some French schools pupils use such equipment with creditable results.

Michel Cermelj
Primary school-teacher,
Beaune, France

UNESCO NEWSROOM

BOOKSHELF

RECENT UNESCO BOOKS

■ **Communication and Rural Development,** by Juan E. Díaz Bordenave. 1977, 107 pp. (18 F). **See opposite page.**

■ **New Trends in Physics Teaching, Volume III,** edited by John L. Lewis. Ideas and information on approaches to physics education drawn from the best international experience. (Based on the proceedings of the International Conference in Physics Education held in Edinburgh, U. K., in 1975). 1976, 282 pp. (38 F).

■ **Statistics of Students Abroad (1969-1973).** An analysis of the latest international trends in student exchanges. (Unesco's "Statistical Reports and Studies" series, No. 21). 1976, 345 pp. (32 F).

■ **Study Abroad** (21st edition) 1977-1978 and 1978-1979. Lists over 20,000 international scholarships and other forms of financial assistance for post-secondary study, as well as over 500 courses designed for multinational participation. 1976, 558 pp. (28 F).

■ **Alternatives and Decisions in Educational Planning,** by John D. Montgomery. (International Bureau of Education: "Fundamentals of Educational Planning" series, No. 22) 1976, 66 pp. (12 F).

■ **The Economics of Book Publishing in Developing Countries,** by Datus C. Smith Jr. ("Reports and Papers on Mass Communication" series, No. 79). 1977, 44 pp. (6 F).

■ **Social Sciences in Asia II.** Afghanistan, Indonesia, Japan, Republic of Korea, Nepal. ("Reports and Papers in the Social Sciences" series, No. 33). 1977, 70 pp. (8 F).

OTHER BOOKS

■ **Fossil Evidence: The human evolutionary journey,** by Frank E. Poirier. The C. V. Mosby Company, St. Louis (U. S. A.) 1977, 342 pp.

■ **Style, Motif and Design in Chinese Art,** by Michael Ridley. Blandford Press, Poole, Dorset (U. K.) 1977, 144 pp. (£ 3.25).

■ **The Prehistoric Rock Art of Argyll,** by Ronald W. B. Morris. Dolphin Press, Poole, Dorset (U. K.) 1977, 128 pp. (£ 3.75).

■ **New Grange and Other Incised Tumuli in Ireland,** by George Coffey, with a preface by Glyn Daniel. Dolphin Press, Poole, Dorset (U. K.) 1977, 127 pp. (£ 4.75).

Unesco Courier's founding editor retires

The founding Editor-in-Chief of the *Unesco Courier,* Mr. S. M. Koffler (see photo) retired at the end of 1976. During his thirty years with the magazine, he tirelessly applied his enthusiasm and professional skill to the task of opening its "window on the world", in the service of Unesco's ideals of international understanding, the struggle against racism and all forms of prejudice and the preservation of the natural and cultural heritage of mankind. Thanks to his efforts, the *Unesco Courier* has become an incomparable international monthly magazine, familiarizing its countless readers and friends throughout the world with the aims and activities of the United Nations Educational, Scientific and Cultural Organization. The Director-General of Unesco has appointed Mr. René Caloz, former Assistant Editor-in-Chief, as Mr Koffler's successor.

Journalists discuss mass media at Unesco meeting

Journalists from five continents, including newspaper editors, directors of news agencies, and radio and television executives attended an international symposium on the free flow of information in Florence (Italy) from 18 to 20 April 1977. A major topic at the symposium, organized by Unesco with the co-operation of the Florence Office of Tourism, was how to improve the flow of information from the developing countries to the industrialized world.

Weather and water

"Weather and Water" was the theme for this year's World Meteorological Day (23 March). The theme, reflecting the important role of national meteorological and hydrological services in water management, was particularly appropriate, since the United Nations Water Conference was meeting at the same time (14 to 25 March) in Mar del Plata (Argentina) to examine the state of the world's water resources.

Unesco's latest guide to world translations

The latest (26th) edition of *Index Translationum,* Unesco's annual international bibliography of translations, shows that the Bible remains the world's most frequently translated book. In 1973, the year covered by the *Index,* 304 new versions appeared throughout the world. Lenin, with 336 translations, regained the place lost to Marx and Engels in 1972 as the world's most translated author. In lighter vein, Agatha Christie (157) outstripped Georges Simenon (128). Other widely translated authors included Jules Verne (154 versions), Tolstoy (127), Shakespeare (94) and Hemingway (80). The Federal Republic of Germany published more new translations than any other country (6,462), followed by Spain, with 4,468. In third place is the U. S. S. R. (4,400), followed by Japan (2,284), Italy (2,083), the U. S. A. and Finland (1,966 each). Of nearly 47,000 new translations listed, the largest group is literature (26,677 titles), which comes well ahead of law, social sciences and education (5,962), applied sciences (3,984) and history, geography and biography (3,552).

Japan's $ 60 million contribution to U.N. University

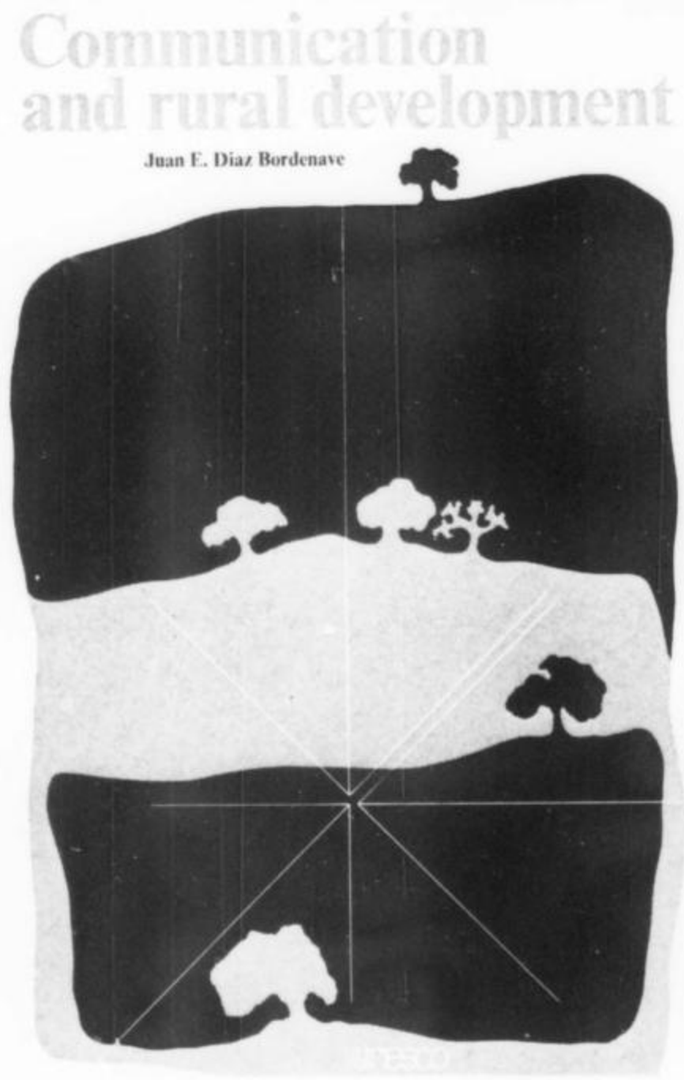
Japan has made a third payment of $ 20 million to the endowment fund of the United Nations University, bringing its total contribution to $ 60 million. The central objective of the Tokyo-based University, which has no single campus, is to promote the growth of academic communities throughout the world, especially in developing countries. Senior staff of the University, which is sponsored jointly by the U. N. and Unesco, met leading scholars and educators from France, Belgium, Italy, Spain and Portugal at Unesco H. Q. in Paris on 9 and 10 March 1977. The purpose of the meeting was to involve university heads and research directors in these countries in the university's work.

Unesco 30th anniversary stamps

A number of Unesco Member States have issued postage stamps to mark Unesco's 30th anniversary (1976). Shown here are San Marino's stamp depicting three children, and a Mongolian stamp picturing a girl in national costume with Unesco's Paris H. Q. in the background. Other countries which have issued commemorative stamps include the Arab Republic of Egypt, Bulgaria, Czechoslovakia and U. S. S. R.

Dépôt légal C. I. — Avril 1977 — IMPRIMÉ EN FRANCE (Printed in France)
BRODARD et TAUPIN, COULOMMIERS — Dépôt

RECENT UNESCO PUBLICATIONS ON COMMUNICATION



Communication and rural development
by Juan E. Díaz Bordenave

This useful reference book for specialists working in rural communication programmes describes projects in Colombia, Brazil, India, Senegal, Peru, Iran, the United Republic of Tanzania, Canada, Tobago and the Philippines, in such diverse fields as agricultural technology, health and hygiene, family planning and adult education.

1977 107 pages 18 French francs

Radio programme production
A manual for training by Richard Aspinall

The third impression of this invaluable handbook for the training of radio personnel in developing countries.

1971, 3rd impression 1977 122 pages 24 FF.

Monographs on communication technology and utilization

Super 8: the modest medium
by Jonathan F. Gunter
1976 92 pages 10 FF.

Film animation: a simplified approach
by John Halas
1976 92 pages 10 FF.

To be published shortly in the same series:

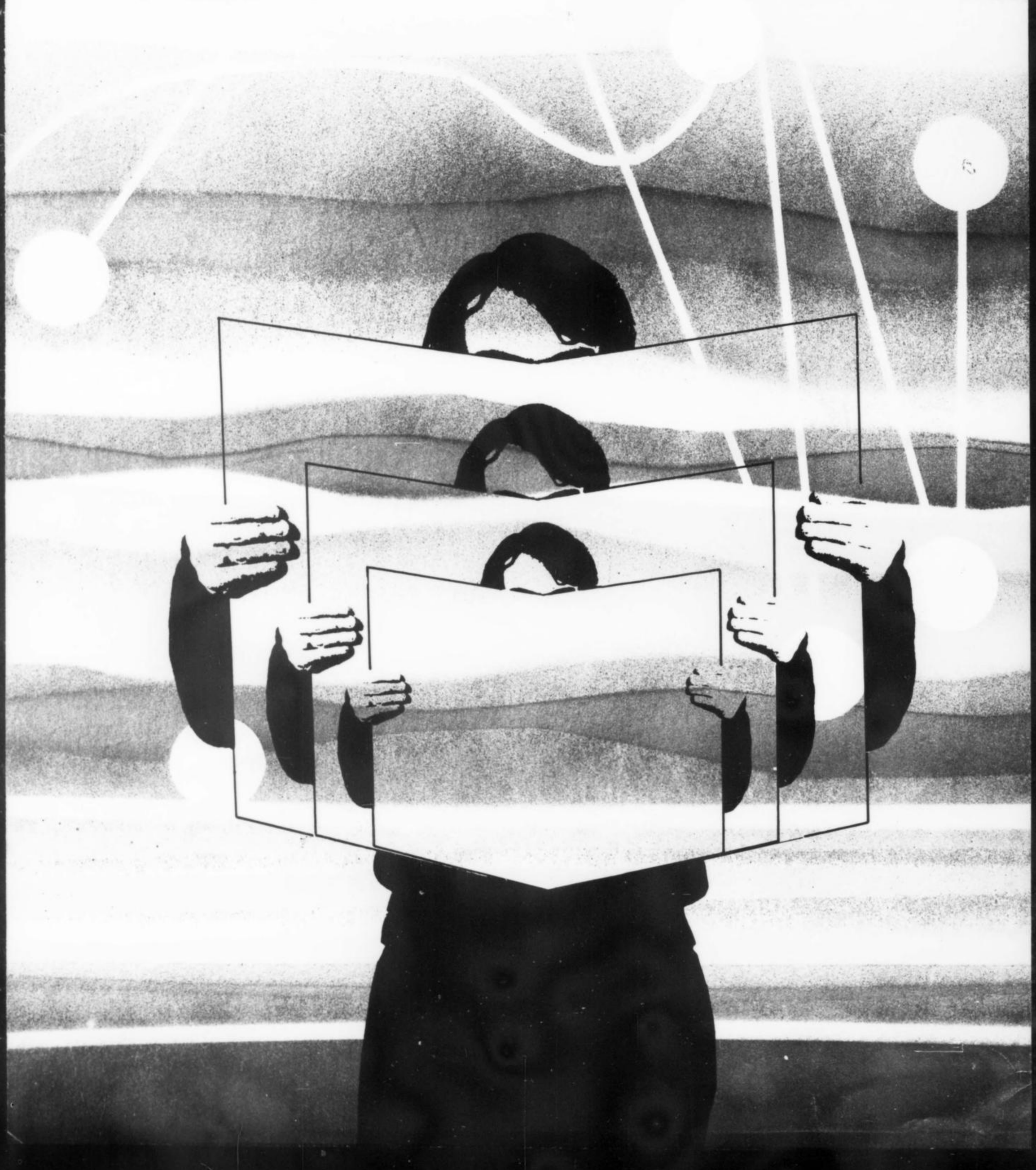
Audio cassettes: the user medium
VTR Workshop: small format video

Where to renew your subscription
and place your order for other Unesco publications

Order from any bookseller or write direct to the National Distributor in your country. (See list below; names of distributors in countries not listed, along with subscription rates in local currency, will be supplied on request.)

AUSTRALIA. Publications: Educational Supplies Pty. Ltd., P.O. Box 33, Brookvale, 2100, NSW; Periodicals: Dominie Pty., Limited, Box 33, Post Office, Brookvale, 2100, NSW. Sub-agent: United Nations Association of Australia, Victorian Division 5th floor, 134-136 Flinders St., Melbourne (Victoria), 3000. – **AUSTRIA.** Dr. Franz Hain, Verlags-und Kommissionsbuchhandlung Industriehof Stadlan, Dr. Otto-Neurath-Gasse 5, 1220 Wien. – **BELGIUM.** "Unesco Courier" Dutch edition only: N.V. Handelmaatschappij Keesing, Keesinglaan 2-18, 2100 Deurne-Antwerpen. French edition and general Unesco publications agent: Jean de Lannoy, 112, rue du Trône, Brussels 5. CCP 000-0070823-13 – **BURMA.** Trade Corporation N" 9, 550-552 Merchant Street, Rangoon. – **CANADA.** Renouf Publishing Co. Ltd., 2182 St. Catherine Street West, Montreal, Qué. H3H 1M7. – **CYPRUS.** "MAM", Archbishop Makarios 3rd Avenue, P.O. Box 1722, Nicosia. – **CZECHOSLOVAKIA.** S.N.T.L. Spalena 51, Prague 1 (permanent display); Zahranicni literatura, 11 Soukenicka, Prague 1. For Slovakia only; Alfa Verlag - Publishers, Hurbanovo nam. 6, 893 31 Bratislava - CSSR. – **DENMARK.** Munksgaards Boghandel, 6, Norregade, DK-1165, Copenhagen K. – **EGYPT (ARAB REPUBLIC OF).** National Centre for Unesco Publications, N" 1 Talaat Harb Street, Tahrir Square, Cairo. – **ETHIOPIA.** National Agency for Unesco, P.O. Box 2996, Addis Ababa. – **FINLAND.** Akateeminen Kirjakauppa, 2 Keskuskatu, SF 00100 Helsinki. – **FRANCE,** Librairie de l'Unesco 7, place de Fontenoy, 75700 Paris, C.C.P. Paris. 12598-48. – **GERMAN DEMOCRATIC REP.** Buchhaus Leipzig, Postfach 140, 710 Leipzig or from Internationalen Buchhandlungen in the G.D.R. – **FED. REP. OF GERMANY.** For the Unesco Kurier (German ed. only): 53 Bonn 1, Colmantstrasse 22, C.C.P. Hamburg 276650. For scientific maps only: GEO CENTER D7 Stuttgart 80, Postfach 800830. Other publications: Verlag Dokumentation, Possenbacher Strasse 2, 8000 Munchen 71 (Prinz Ludwigshohe). – **GHANA.** Presbyterian Bookshop Depot Ltd., P.O. Box 195, Accra; Ghana Book Suppliers Ltd., P.O. Box 7869, Accra; The University Bookshop of Ghana, Accra; The University Bookshop of Cape Coast; The University Bookshop of Legon, P.O. Box 1, Legon. – **GREAT BRITAIN.** See United Kingdom. – **GREECE.** International bookshops. – **HONG KONG.** Federal Publications Division, Far East Publications Ltd., 5 A Evergreen Industrial Mansion, Wong Chuk Hang Road, Aberdeen. Swindon Book Co., 13-15, Lock Road, Kowloon. – **HUNGARY.** Akadémiai Konyvesbolt, Váci u. 22, Budapest V; A.K.V. Konyvturosok Boltja, Népkoztársaság utja 16, Budapest VI. – **ICELAND.** Snaebjorn Jonsson & Co., H.F., Hafnarstraeti 9, Reykjavik. – **INDIA.** Orient Longman Ltd., Kamani Marg, Ballard Estate, Bombay 400038; 17 Chittaranjan Avenue, Calcutta 13; 36a, Anna Salai, Mount Road, Madras 2; B-3/7 Asaf Ali Road, New Delhi 1; 80/1 Mahatma Gandhi Road, Bangalore-560001; 3-5-820 Hyderguda, Hyderabad-500001. Sub-Depots: Oxford Book & Stationery Co. 17 Park Street, Calcutta 70016; Scindia House. New Delhi; Publications Section, Ministry of Education and Social Welfare, 511 C-Wing, Shastri Bhavan, New Delhi 110001. – **INDONESIA.** Bhratara Publishers and Booksellers, 29 Jl. Oto Iskandardinata III, Jakarta; Gramedia Bookshop. Jl. Gadjah Mada 109, Jakarta; Indira P.T., Jl. Dr. Sam Ratulangie 47, Jakarta Pusat. – **IRAN.** Kharazmie Publishing and Distribution Co., 229 Daneshgahe Street. Shah Avenue, P.O. Box 14/1486, Teheran. Iranian National Commission for Unesco, Avenue Iranchahr Chomali No 300, B.P. 1533, Teheran. – **IRAQ.** McKenzie's Bookshop, Al-Rashid Street, Baghdad. – **IRELAND.** The Educational Company of Ireland Ltd., Ballymount Road, Walkinstown, Dublin 12. – **ISRAEL.** Emanuel Brown, formely Blumstein's Bookstores, 35 Allenby Road and 48, Nachlat Benjamin Street, Tel-Aviv; 9, Shlomzion Hamalka Street Jerusalem. – **JAMAICA.** Sangster's Book Stores Ltd., P.O. Box 366, 101 Water Lane, Kingston. – **JAPAN.** Eastern Book Service Inc., C.P.O. Box 1728, Tokyo 100-92. – **KENYA.** East African Publishing House, P.O. Box 30571, Nairobi. – **KOREA.** Korean National Commission for Unesco, P.O. Box Central 64, Seoul. – **KUWAIT.** The Kuwait Bookshop Co., Ltd, P.O. Box 2942, Kuwait. – **LESOTHO.** Mazenod Book Centre, P.O. Mazenod, Lesotho, Southern Africa. – **LIBERIA.** Cole and Yancy Bookshops Ltd., P.O. Box 286, Monrovia. – **LIBYA.** Agency for Development of Publication & Distribution, P.O. Box 34-35, Tripoli. – **LUXEMBOURG.** Librairie Paul Bruck, 22, Grande-Rue, Luxembourg. – **MALAYSIA.** Federal Publications Sdn. Bhd., Balai Berita, 31, Jalan Riong, Kuala Lumpur. – **MALTA.** Sapienzas, 26 Republic Street, Valletta. – **MAURITIUS.** Nalanda Company Ltd., 30, Bourbon Street, Port-Louis. – **MONACO.** British Library, 30, bd des Moulins, Monte-Carlo. – **NETHERLANDS.** For the "Unesco Koerier" Dutch edition only: Systemen Keesing, Ruysdaelstraat 71-75, Amsterdam-1007. Agent for all Unesco publications: N. V. Martinus Nijhoff, Lange Voorhout, 9, The Hague. – **NETHERLANDS ANTILLES.** G.C.T. Van Dorp & Co. (Ned Ant.), N.V., Willemstad, Curaçao, N. A. – **NEW ZEALAND.** Government Printing Office, Government Bookshops at: Rutland Street, P.O. Box 5344, Auckland; 130, Oxford Terrace, P.O. Box 1721, Christchurch; Alma Street, P.O. Box 857 Hamilton; Princes Street, P.O. Box 1104, Dunedin; Mulgrave Street, Private Bag, Wellington. – **NIGERIA.** The University Bookshop of Ife. The University Bookshop of Ibadan, P.O. Box 286; The University Bookshop of Nsukka; The University Bookshop of Lagos; The Ahmadu Bello University Bookshop of Zaria. – **NORWAY.** All publications: Johan Grundt Tanum (Booksellers) Karl Johans-gate 41/43, Oslo 1. For Unesco Courier only: A.S. Narvesens Literaturtjeneste, Box 6125, Oslo 6. – **PAKISTAN.** Mirza Book Agency, 65 Shahrah Quaid-e-azam, P.O. Box No. 729, Lahore 3. – **PHILIPPINES.** The Modern Book Co., 926 Rizal Avenue, P.O. Box 632, Manila D-404. – **POLAND.** ORPAN-IMPORT, Palac Kultury i Nauki, Warsaw; Ars Polona-Ruch, Krakowskie Przedmiescie No. 7.00-901 WARSAW. – **PORTUGAL.** Dias & Andrade Ltda, Livraria Portugal, rua do Carmo 70, Lisbon. – **SINGAPORE.** Federal Publications (S) Pte Ltd., No. 1 New Industrial Road, off Upper Paya Lebar Road, Singapore 19. – **SOMALI DEMOCRATIC REPUBLIC.** Modern Book Shop and General, P.O. Box 951, Mogadiscio. – **SOUTH AFRICA.** All publications: Van Schaik's Bookstore (Pty.) Ltd., Libri Building, Church Street, P.O. Box 724, Pretoria. For the Unesco Courier (single copies) only: Central News Agency P.O. Box 1033, Johannesburg. – **SOUTHERN RHODESIA.** Textbook Sales (PVT) Ltd., 67 Union Avenue, Salisbury. – **SRI LANKA.** Lake House Bookshop, 100 Sir Chittampalam Gardiner Mawata P.O.B. 244 Colombo 2. – **SUDAN.** Al Bashir Bookshop, P.O. Box 1118, Khartoum. – **SWEDEN.** All publications: A/B C.E. Fritzes Kungl. Hovbokhandel, Fredsgatan 2, Box 16356, 10327 Stockholm 16. For the Unesco Courier: Svenska FN-Forbundet, Skolgrand 2, Box 150 50 S- 104 65, Stockholm. – **SWITZERLAND.** All publications: Europa Verlag, 5 Ramistrasse, Zurich. Librairie Payot, rue Grenus 6, 1211, Geneva 11, C.C.P. 12-236. – **TANZANIA.** Dar-es-Salaam Bookshop, P.O.B. 9030 Dar-es-Salaam. – **THAILAND.** Nibondh and Co. Ltd., 40-42 Charoen Krung Road, Siyaeg Phaya Sri, P.O. Box 402, Bangkok; Suksapan Panit, Mansion 9, Rajdamnern Avenue, Bangkok; Suksit Siam Company, 1715 Rama IV Road, Bangkok. – **TURKEY.** Librairie Hachette, 469 Istiklal Caddesi, Beyoglu, Istanbul. – **UGANDA.** Uganda Bookshop, P.O. Box 145, Kampala. – **UNITED KINGDOM.** H.M. Stationery Office, P.O. Box 569, London, S.E.I., and Government Bookshops in London, Edinburgh, Cardiff, Belfast, Manchester, Birmingham, Bristol. – **UNITED STATES.** Unipub, Box 433, Murray Hill Station, New York, N.Y. 10016. For "Unesco Courier" in Spanish: Santiliana Publishing Company, Inc., 575 Lexington Avenue, New York, N.Y. 10022. – **U.S.S.R.** Mezhdunarodnaya Kniga, Moscow, G-200. – **YUGOSLAVIA.** Jugoslovenska Knjiga, Terazije, 27, Belgrade; Drzavna Zalozba Slovenije, Titova C 25, P.O.B. 50-1, Ljubliana.

READ ALL ABOUT IT !

Much of the news which appears each day in the world press is collected and transmitted to the newspapers by news agencies. Today, 90 countries have agencies of their own, but 40 countries still have none. The international scene is dominated by five giant news agencies from four of the world's most industrialized countries. This has led to a "one-way" flow of information, whose persistence is a subject of widespread concern.

Drawing © Françoise Jacquelin, Paris